



TATA INSTITUTE OF SOCIAL SCIENCES

V.N. Purav Marg, Deonar, Mumbai - 400 088

(Declared as a Deemed to be University under Section 3 of the UGC Act 1956,
a grant-in-aid Institute under Ministry of Education, Government of India)

No. TISS/SSE/Mar/2025/02

04 March 2025

Walk in Interview for the Post of 'Communication & Marketing Officer' (One Post) on Contract Basis at TISS- School of Skill Education, Mumbai

1. General Information.

About Tata Institute of Social Sciences (TISS):

The Tata Institute of Social Sciences (TISS), established in the year 1936, is a Deemed to be University under Ministry of Education. It has campuses at Mumbai, Tuljapur, Guwahati and Hyderabad, TISS offers over 50 Post Graduate programmes, 18 Doctoral programmes, and Under Graduate programmes in Social Science and Skill Education.

Freedom and autonomy shape the positive work ethos and culture of the Institute and facilitate strong linkages between teaching, research, field action and policy engagement. The Institute encourages and supports researchers to engage in foundational, applied, field and action- oriented research, and it also nurtures research collaborations nationally and internationally, with a commitment to creating a just society through education, generation of knowledge and field action initiatives.

About School of Skill Education (SSE)

The approach adopted by TISS-SSE is called the 'Internship Embedded Skill Training Programme'. The Skill Educational Programme is being implemented for the first time in India with a focus on job-specific skills rather than providing only a broad knowledge based education. The aim of this 'Earn While You Learn Model' is to enable the students to learn the skill by engaging in internship at real shop floor of the industry/company along with theory training in the classroom. Through this model, the student may also earn a modest stipend during internship of the course.

2. Post Advertised with Remuneration & Date for Walk-In Interview.

- a) Applications are invited for one post of '**Communication & Marketing Officer**' to be filled on contract basis for a period of two years initially and extendable based on performance of the employee and requirements of the Institute.
- b) **Monthly Remuneration Consolidated INR 65,000 to 75,000 per month** (Commensurate with educational qualification and work experience).
- c) **Date of Walk-In Interview. 18th March 2025, Tuesday.**
- d) **Location: Mumbai** (Candidate should be ready to relocate)
- e) **Venue: Tata Institute of Social Sciences - School of Skill Education, Kaushal**

Kendra, New Campus, Farm Road, Deonar, Mumbai-88.

f) Timing: 02:30 p.m to 4:00 p.m

g) Interested candidates are requested to send their profiles to recruitment@sve.tiss.edu on or before **17th March 2025, 01:00 p.m.** prior to attending the walk-in interview. Mentioning the subject line as ***“Application for Communication & Marketing Officer”***.

3. Job Description.

- To assist in planning marketing strategies at local and Pan India level and implement the same as per timelines.
- Develop and execute communication plans that align with the institution’s goals and objectives
- Review and refine the content to ensure accuracy and consistency in messaging.
- Plan and implement events for brand building.
- Pitching to various industry association and give presentations.
- Proactively generate ideas to develop business opportunities
- Keeping track of Campaign and Lead generation activity.
- Coordination with vendors for integration activities and website design.
- Manage various databases relevant to Marketing and Outreach.
- Anchoring and Monitoring Digital Marketing and Social Media Campaign
- Create content marketing campaigns to drive leads & engagement. Use Search Engine Optimization (SEO) best practices to generate traffic to School's website.
- Regularly produce various content types including email, brochure, flyers, social media posts, blogs and white papers etc.
- Ideate and lead the creation of videos for social media & website. Work closely with video editor and graphic designer
- Develop and oversee communication materials newsletters, brochures, press release, website updates and social media platforms
- Manage & optimize Social media for the School across all relevant platforms
- Plan & execute creative engagement campaigns with students & alumni to increase positive word of mouth for the brand
- Coordinating with external stakeholders / agencies whenever required.
- Collaborating with internal teams for the content requirement
- Should have sound knowledge of SEO best practices, Social Media trends. Having knowledge of Search Engine Marketing (SEM) & pay-per-click (PPC) will be added advantage
- Should be willing to take up task apart from that specified as per the requirement of the school and carry out additional duties and responsibilities as required from time to time.

4. Essential Experience, Qualification and Desired Skills set.

- **Minimum 7 to 8 years** of experience in domain of marketing expertise
- **Master or Post Graduate Degree in Marketing**
- Deep knowledge of online marketing methods, tools and strategies - Ability to plan, develop and execute complex multi-platform campaigns
- Knowledge of higher education sector communication
- Excellent written and verbal communication skills in English
- Strong hold on Digital Marketing & Tech Savvy
- Creative & Innovative
- Market Knowledge
- Business Acumen
- Relationship Management

5. Selection Process & Interview:

- a) The desirous candidates having requisite qualifications and fulfilling other eligibility may appear for the walk- in interview along with the updated resume, original educational certificates & mark sheet, address proof and self-attested photocopy of the same.
- b) The Institute reserves the right to relax qualification(s) of the candidate based on the work experience
- c) The Institute may offer a lower post to a candidate, in case the Selection Committee recommends so.
- d) Selected Candidates will be communicated within 48 Hrs. through e-mail or mobile phone.
- e) No TA/DA will be paid for appearing for the interview.

Note: The selected candidate will have to join within 15 to 30 days of issue of Offer Letter by the Institute

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School of Skill Education**