

**INDIAN INSTITUTE OF TECHNOLOGY, ROORKEE
SPONSORED RESEARCH & INDUSTRIAL CONSULTANCY**

Dated: 03/06/2016

ADVERTISEMENT TO FILL UP PROJECT POSITIONS*

Applications are invited from Indian nationals only for project position(s) as per the details given below for the consultancy/research project(s) under the Principal investigator (Name: Associate Dean Innovation & Incubation), Dept./Centre Sponsored Research & Industrial Consultancy Indian Institute of Technology, Roorkee.

1. Title of project: Institutional outreach and media activities.
2. Sponsor of the project: Dean SRIC & DORA, IIT Roorkee.
3. Project position(s) and number: Chief Outreach Officer (1)
4. Qualifications & Experience:
 - **Education:** Master's Degree in Mass Communication or Public Relations or Journalism, or an MBA in Marketing.
 - **Experience:** Minimum **7 years** of experience in corporate communication management, media relations management and content creation for print and electronic media. Expertise in digital marketing strategies and statistical tools to evaluate the impact of media releases is desirable.
5. Emoluments: ₹1,00,000 – ₹1,60,000 (+ H.R.A as per GOI norms)
6. Duration: 1 Year
7. Job description:

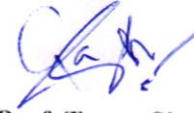
Primary responsibility of Chief Outreach Officer (COO) shall be stakeholder outreach engagement & management. The officer shall be responsible for effective communication and managing the academic and research accomplishments of IIT Roorkee fraternity including IIT Roorkee Alumni via both print and electronic media. To execute this responsibility, COO shall connect with various stakeholders of the institute to gather the information from IITR faculty, students and alumni and shall curate the digital content for media, website and take necessary approvals from different authorities of the institute. Chief Outreach Officer shall be responsible for media management to ensure proper media coverage of events such as convocation ceremonies, national and international conferences, various events/programs of government agencies, etc. Electronic media management and statistical analysis of media release on the perception of the Institute shall also be the responsibility of chief outreach officer. The officer shall present weekly summary on media presence of institute to institute authorities.

- Candidates before appearing for the interview shall ensure that they are eligible for the position they intend to apply.
- Candidates desiring to appear for the Interview shall email the following documents to **adii@iitr.ac.in**
- Application with detailed CV including chronological discipline of degree/certificates obtained.
- Scanned copies of degree certificates/mark sheets and experience certificates.
- Candidate shall bring along with them the original degree(s)/certificate(s) and experience certificate(s) at the time of interview for verification.
- Preference will be given to SC/ST candidates on equal qualifications and experience.
- Please note that no TA/DA is admissible for attending the interview.

The last date for application to be submitted by email or hard copy to office of Principal Investigator is 19.06.2026 by 5 PM.

Tel: 01332-28 5245

Email: adii@iitr.ac.in



Prof. Tarun Sharma
Principal Investigator

*To be uploaded on IIT Roorkee website and copy may be sent to appropriate addresses by PI for wider circulation.



Sponsored Research & Industrial Consultancy
Indian Institute of Technology Roorkee
Roorkee-247 667 (INDIA)



06/06/26