CENTRE FOR INDUSTRIAL CONSULTANCY AND SPONSORED RESEARCH
INDIAN INSTITUTE OF TECHNOLOGY MADRAS
CHENNAI – 600 036

Advertisement No.: ICSR/PR/Advt. 132/2021 Dated: 27/04/2021

Applications are invited for the temporary post of **Senior Manager/ Chief Manager (Specialist-Content & Communications)**, at GDC, IIT Madras.

Co-ordinator: Prof. Krishnan Balasubramanian, Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship, IIT Madras.

Duration: Initially for one year, extendable based on performance.

S. No	Post	Qualification and Experience	Pay Range
1	**Senior Manager/ Chief Manager**	**Educational Qualification:** Graduate in any discipline from a reputed university with additional Professional Qualifications in areas such as Journalism, Business Management, Mass Communication, or Digital Advertising. **Experience:** 7 - 15 years of experience in managing content with responsibilities covering creating, editing, disseminating, and managing digital content. Experience in managing communications with a wide range of stakeholders such as customers, investors, corporates, media, and government.	**Rs. 75,000/- to Rs. 1,50,000/-**

About GDC: The Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship (GDC) was set up in IIT Madras in January 2017 by philanthropic contributions from illustrious alumni. Structured as a not-for-profit Centre, GDC's charter is to work with STEM colleges across India to help faculty, researchers, and students commercialise their research-based ideas that have potential to impact society and improve people's lives. GDC does not invest in start-ups; neither is GDC an incubator or an accelerator. Since its beginnings GDC has come some distance having completed over 20 cohorts of its programs, I-NCUBATE and I-NSPIRE, and having worked with over 600 faculty, researchers, and entrepreneurs from 150 startups. For more details, please visit our website: http://gdc-iitm.org/

The operations of GDC generate a lot of digital content in the form of training materials, presentations, videos, articles, case studies, online messages, customer insights, etc. in various formats. There is a need to capture, store, reuse and disseminate such content in various forms, including for training programs, and for communication and outreach with stakeholders. GDC is now planning to scale up its operations in terms of new service offerings, as well as significantly enhance its visibility and branding. GDC counts several entities as its stakeholders, including faculty members and research scholars at STEM universities, mentors, government agencies and policy makers, philanthropic organisations and development agencies, scientists in the corporate sector and in government-funded

institutions, Incubators and accelerators, business leaders in the corporate sector, financial investors in startups, GDC alumni, and the traditional/social media networks. Therefore, content management and communication become a key pillar for GDC to strengthen, and we are looking for a capable professional for this area.

About the Position: The Specialist – Content & Communication shall be responsible for managing all the content and data at GDC, including the communication emanating from GDC to its stakeholders. The Content management activities will include creating content for communication and marketing purposes, assisting Instructors in content creation for various programs/proposals, conducting data analytics, and managing documents and digital records of GDC. Communication activities will include assuming responsibility for content creation and channel management of GDC including website(s), seminars/conferences, advertisements, media releases, marketing literature, training materials, and content for social media (Twitter, LinkedIn, Facebook, YouTube, etc.). The Specialist - C&C will be a key member of GDC's team and will work closely with the senior management of GDC. The role provides an excellent platform to a talented professional to make a significant contribution to developing India's ecosystem for Innovation & Entrepreneurship at a national level.
The broad roles and responsibilities of the position is explained below.

Expertise and attributes:

 a) A strong command over written and spoken English with the ability to originate, edit, and finalise documents independently.

 b) A flair for writing in a lucid and an engaging style is essential

 c) First-hand knowledge and familiarity with digital content creation including design/conception of content, creative and production processes, audio/video creation tools, digital records management, creating digital rights and IP, etc.

 d) A strong understanding of UX, communication methods, and native familiarity with digital media

 e) Ability to learn the workings of GDC and evolve a set of processes for managing information and communications of the organisation.

 f) Should have the aptitude and capability to independently interact with various departments/centres and students of IIT Madras, other STEM colleges, and leverage the stakeholders in achieving the objectives.

 g) Should possess a high level of self-motivation, energy levels, and drive to work in a demanding environment along with a team of high calibre professionals.

Other Details regarding the position
• **Role :** Full-time position

• **Location :** Chennai (on IIT Madras campus)

• **Travel :** The position may require intermittent travel.

• **Tech savviness** : A high level of computer literacy and digital sophistication is expected. Must be capable of working independently with various commercial software programs, digital tools, and social/print media without secretarial assistance.

• **Reporting** : Reports to the Chief Operating Officer, GDC.

• **Compensation** : Compensation will be based on qualifications and capabilities in the range of Rs 1-1.5 lakh per month (gross).

How to apply
Starting Date of Application: 28thApr 2021
Closing Date of Application: 9th May 2021

Please email your CV along with a cover letter to: Ms. Kartheka - Senior Manager Recruitment ICSR <smhr-icsr@iitm.ac.in> with a copy to coo@gdciitm.org

Submitted personal information will be treated with confidentiality and be used only for recruitment purpose. Shortlisted candidates will be informed by 16th May 2021.

General Instructions to the candidates

1) The position is on purely contract basis.

2) The completion of the period of contract will not confer any right for further extension, regularization, permanency at the Institute.

3) Candidates should apply online only in the website https://icandsr.iitm.ac.in/recruitment/ - (**Please check the advertisement number Advt. 132/2021 displayed and submit the application for the relevant position**).

4) The system will accept single application only with the registered login ID (email) for an advertisement.

5) The application cannot be edited, reverted once it is submitted.

6) Candidates should not attempt to apply twice for the same post. If multiple applications are received from a candidate for the same post, his/her candidature is liable to be rejected.

7) Candidates should follow the prescribed procedure for submission of online application.

8) Candidates are advised to fill their correct and active e-mail addresses in the online application as all correspondence will be made by the Institute through e-mail only.

9) The candidates applying for any post should ensure that they fulfil all the eligibility conditions for the post. Their admission to any stage of the selection process will be purely provisional subject to confirmation that they satisfy the prescribed eligibility conditions. Mere issue of registration certificate / call letter to the candidate will not imply that his/her candidature has been found eligible.

10) After successful online submission of application, a print out of the application form must be obtained and submitted when called for test. It will be required at the time of document verification/test/interview. Hard copy of the application is NOT to be sent to the Institute.

11) Candidates must be citizens of India. Persons who have migrated from Pakistan with the intention of permanently settling in India or subjects of Nepal are also eligible, but in their case a certificate of eligibility from the Government of India will be necessary for appointment. Such candidates should apply to the Government of India in the Ministry of Home Affairs for necessary certificate and furnish satisfactory proof of having so applied.

12) The prescribed qualifications are minimum and unless specified, they are required for consideration for the post, even if higher qualification has been acquired and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview.

13) Relevant experience gained after the minimum qualifying degree will only be taken into consideration. Minimum requirements of qualifications and/or experience can be relaxed in respect of exceptionally outstanding candidates.

14) The experience required is relaxable at the discretion of the Institute in the case of candidates belonging to the Scheduled Caste / Scheduled Tribe, if at any stage of selection the competent authority is of the opinion

that sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancy reserved for them.

15) The Institute reserves the right to restrict the number of candidates for written / skill test / interview to a reasonable limit on the basis of qualifications, level and relevance of experience higher than the minimum prescribed in the advertisement and other academic achievements. The Institute also reserves the right of rejecting any or all the applications without assigning any reasons therefore.

16) Calling a candidate for test/interview merely indicates that it is felt that he/she with others may be suitable for the post and conveys no assurance whatsoever that he/she will be recommended or selected or his/her conditions specified in the application will be accepted.

17) Candidates will be short-listed for Test/Interview on the basis of the information provided by them in their online applications. They must ensure that such information is true. If at any subsequent stage or at the time of Test/Interview any information given by them or any claim made by them in their online applications is found to be false, their candidature will be liable to be rejected.

18) The Institute shall verify the antecedents or documents submitted by a candidate at any time at the time of appointment or during the tenure of the service. In case, it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then his services shall be liable to be terminated.

19) In case of any inadvertent mistake in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.

20) Applicants who are working in **any one of the Project at IIT Madras**, must apply through proper channel otherwise they will be required to produce No-Objection Certificate at the time of document verification/Test/Interview. Candidates without NOC will not be permitted to appear for Test/Interview.

21) Candidates may send testimonials from persons intimately acquainted with their work and character. If the applicant is in employment, he/she should submit testimonials from the most recent employer or immediate superior as a referee.

22) The Institute has a right to decide the mode of screening and testing the applicant for short listing and selection.

23) The Institute solely reserves the right not to fill any advertised position without assigning any reason

24) Only shortlisted applicants will be contacted.

25) No correspondence whatsoever will be entertained from candidates regarding conduct and result of test/interview and reasons for not being called for interview. Canvassing in any form will be a disqualification.

26) The crucial date for determining the eligibility criteria for all candidates in every respect shall be the prescribed closing date for submission of online application.

27) The Institute strives to have a workforce which reflects gender balance and women candidates are encouraged to apply.

28) Any corrigendum/clarifications on this advertisement, if necessary, shall be uploaded on website and no separate communication will be sent for this purpose.

29) The last date for submission of online application is 09.05.2021

30) If there is any issue to submit the application please send E-mail to : recruitment@imail.iitm.ac.in / icsrrecruitment@iitm.ac.in **Contact: 044- 2257 9796** on all working days from **9.00 AM to 05.30 PM (Monday to Friday – except National Holidays)**. (Please note, only technical issues will be accepted – No interim correspondence with reference to the selection process will be considered).

31) **Instructions to apply online:-**Eligible applicants would require to register and apply online through https://icandsr.iitm.ac.in/recruitment/ and submit the application.

Sd/-

Senior Manager –HR
Centre for IC&SR
IIT Madras