

IIM ASR/Rectt. -03/2024-25/019

Date: 21/09/2024

Indian Institute of Management Amritsar (<http://iimamritsar.ac.in>) invites online applications from eligible candidates for engaging on contractual basis.

<b><i>About IIM Amritsar</i></b>	
<p>Indian Institute of Management (IIM) Amritsar is the 15th IIM set up by the Ministry of Education with the support of the Government of Punjab. The permanent campus is under construction on a 61-acre land and should be ready to house the incoming batch of 2025. The Institute's temporary campus is well-equipped with learning and technological resources conducive to teaching, learning, and research. With a diversity of students and faculty from all over India, the Institute reflects a truly national character commensurate with its status as an institute of national importance. The Institute is looking for a candidate with a strong passion for institution building.</p>	

<b>Job Title</b>	<b><i>Junior Associate – Digital Marketing</i></b>
<b>Number of Positions</b>	One (1)
<b>Position Type</b>	Contractual
<b>Age Limit</b>	Not exceeding 30 years of age as on the closing date for receipt of the application. The Institute provides age relaxation as per GOI rules.
<b>Essential Job Functions</b>	<p><b>Public Relations:</b></p> <ul style="list-style-type: none"> <li>➤ Assist Chairperson PR in developing and execute digital media strategies in line with IIM Amritsar's overarching marketing and PR objectives, utilizing diverse channels such as social media, email marketing, web advertising, and other online platforms.</li> <li>➤ Create compelling digital content, including graphics, videos, and infographics, tailored to the needs of different chairs within the institution, effectively conveying their messages and captivating the target audience.</li> <li>➤ Monitor and assess the performance of digital campaigns through analytics tools, delivering regular reports to the Director, PR Chairperson, and other stakeholders, focusing on key metrics like reach, engagement, and conversions.</li> <li>➤ Stay abreast of the latest trends, best practices, and emerging technologies in digital marketing, offering insights on their integration into IIM Amritsar's marketing and PR strategies.</li> <li>➤ Ensure all digital content adheres to IIM Amritsar's brand guidelines, maintaining visual appeal and consistency in messaging and tone.</li> <li>➤ Collaborate with the PR Chairperson and other stakeholders to design and execute integrated marketing campaigns, seamlessly blending traditional and digital media channels when necessary.</li> <li>➤ Assist the Media and PR Cell in managing IIM Amritsar's social media presence, from content creation and scheduling to monitoring interactions and fostering positive engagement with followers.</li> <li>➤ Coordinate with external agencies and vendors as required for the implementation of digital campaigns, overseeing their deliverables, and maintaining productive partnerships.</li> <li>➤ Any other work/task may be assigned by the competent authority or the designated functionary to whom the Director may delegate such authority.</li> </ul>

<b>Minimum Educational Qualifications and Experience</b>	<ol style="list-style-type: none"> <li><b>Educational Qualifications:</b> MBA in marketing from a recognized university with a minimum of 60% marks;  Certification in digital marketing, marketing communication, or related fields preferred.</li> <li><b>Work Experience:</b> Preferably 01 year of relevant experience in centrally funded educational Institutions or Universities of Central Government and/or large private or public sector enterprises or higher educational institutes, preferably in institutes of national repute such as IIMs/IITs/IISERs/NITs.</li> <li><b>Knowledge and Skills:</b> Good oral and written communication skills, demonstrated experience in social media promotions, expertise in planning promotional strategies, experience with google ads, team management skills, understanding of media and public relations activities.</li> </ol>
<b>Remuneration</b>	Consolidated monthly remuneration and other benefits as per the institute's policy.
<b>Method of Selection</b>	Interview

**General Instructions**

*Please read all the instructions carefully before filling out the application form.*

- A candidate applying for the above position must be a citizen of India.
- Candidates should carefully read the requisite minimum essential qualifications, age and eligibility, experience criteria, etc., laid down in the advertisement before applying for the relevant post. Since all the applications will be screened on the basis of data submitted by the candidate in the online application form, the candidates must satisfy their suitability for the position to which they are applying.
- If at any stage during the screening, recruitment, and selection process and even after appointment, it is found that candidates have furnished false, incomplete, or incorrect information, their candidature will be rejected/canceled/terminated immediately. The Institute takes no responsibility for incomplete/incorrect information. No correspondence in this regard shall be entertained at a later date.
- Applicants should take due care while filing online information for different positions. Application, once submitted online, cannot be altered/resubmitted under any circumstances. Further, no request with respect to making changes in any data/ particular will be entertained once the application is submitted successfully. Therefore, please keep all data/details ready before you start filling out the application online.
- Merely fulfilling minimum eligibility criteria does not entail a call for written test/ interview for the selection. Only candidates shortlisted on the basis of better qualification and quality of relevant experience shall be called for written test/ skill test/ interview etc. The authorities reserve all rights, not to call any applicant for selection test or to leave the position unfilled through this round of selection process without assigning any reason. The Institute reserves the right to restrict the number of candidates for Interviews to a maximum of five or fewer.
- The Institute may decide to fix the higher criteria (which may include higher qualifications, higher percentage of marks in educational qualifications, experience, and other such parameters) for screening and shortlisting the applications of applicants to be called for Written Test(s)/interview (wherever applicable). The minimum qualifying marks for the Written Test /Interview will be as per the standard fixed by the Institute at its discretion.

- g) Age relaxation/reservation for candidates belonging to SC/ST/OBC/PwD category shall be applicable as per norms of Govt. of India. The age limit is relaxed as per existing rules for which applicants must attach the requisite certificate, as per norms.
- h) For availing the benefits of Other Backward Classes/ Economically Weaker Section, the candidates are required to produce the latest OBC non-creamy layer certificate/ Income and Asset certificate on the prescribed proforma as prescribed by the Government of India.
- i) The Institute reserves the right to relax the specifications with respect to qualification/ experience/age limit in exceptional cases.
- j) The Institute reserves the right to recruit/appoint waiting list candidates from the same selection list to fill similar positions or not to fill up any or all the posts.
- k) The period of experience rendered by a candidate on a part-time basis, daily wages, etc., will not be counted while calculating the requisite/ relevant experience for shortlisting the candidates for the written test/ interview.
- l) Regular employees of IIM Amritsar applying against any of the advertised position must submit their application through the proper channel. If selected, their previous service benefits, including leave, gratuity, service records, and other entitlements, will be transferred to the new position.
- m) The appointment of the selected candidates will be subject to their being found medically fit as per the requirements of the Institute.
- n) Appointment orders issued by the Institute to the finally selected candidate shall be provisional. The Institute shall verify the antecedents or documents (subject to character/ antecedent/ Police verification, verification of all original documents, experience certificate, and other relevant documents) submitted by a candidate at the time of the written test/ interview and the appointment. At a later date, if it is found that any of the facts/ documents submitted by a candidate are fabricated or altered, or the candidate has doubtful antecedents/ background and has suppressed the said information. Under such conditions, the candidature shall stand canceled, and their services may be terminated.
- o) Canvassing in any form and / or bringing any influence, political or otherwise, will definitely be treated as a disqualification for the post applied for.

**Instruction for Application Submission**

- a) **The candidates are required to apply ONLINE only from 21<sup>st</sup> September 2024 to 11<sup>th</sup> October 2024 up to 11.59 PM.**
- b) For submission of application through ONLINE MODE, please visit: <https://iimamritsar.ac.in/p/career-1>
- c) The crucial date for determining the age limit and other eligibility criteria shall be the closing date for the receipt of the application.
- d) **All candidates are required to pay a non-refundable application processing fee of Rs. 500/- (Five Hundred Only) for UR/EWS/OBC and Rs. 250 (Rupees Two Hundred and Fifty Only) for SC/ST/PwD/Women.**
- e) Candidates are advised in their interest to submit online applications much before the closing date and not to wait till the last date to avoid the possibility of disconnection/ inability or failure to login to the IIM Amritsar website on account of heavy load on the website during the closing days. Late applications will not be entertained, and the Institute will not refund the application fee.
- f) Candidates who desire to apply for more than one post should apply online separately and submit the fee for each post.
- g) While filling the application form, candidates have to upload their education certificate, experience certificate with latest salary slip (if any) and other certificates with clear visibility. If such certificates are

found missing or illegible, their candidature will be summarily rejected and no communication will be made/entertained in this regard.

- h) Incomplete applications will be summarily rejected, applications received after the last date shall not be entertained, and the Institute will not be responsible for any delay.
- i) After successfully submitting an online application, candidates must take a printout of the application form for submitting the same along with the requisite documents, duly self-attested, as and when called by the institute committee or at the time of the written test/ Interview.
- j) In case of any corrigendum / addendum pertaining to this advertisement, the same shall be published on the Institute's website only.

Correspondence, if any, from the Institute, including written test/ interview call letter of the shortlisted candidates, shall be sent to the E-mail ID provided by the candidate. It is the sole responsibility of the candidate to provide the correct E-mail ID. The Institute shall entertain no interim correspondence or personal inquiries.

For updates, please visit the Institute's website, i.e., [www.iimamritsar.ac.in](http://www.iimamritsar.ac.in)

**For any query related to above, kindly contact on [recruitment@iimamritsar.ac.in](mailto:recruitment@iimamritsar.ac.in) .**

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**Sd/-  
Nodal Officer**