

Recruitment Advertisement 3

Indian Institute of Science (IISc), India's premier institution of higher education and research, is saluted as an Institution of Eminence by the Government of India & has set itself aggressive goals for the next 5 years & further in the future. The Centre for Continuing Education (CCE) at IISc is seeking applications for the position of **Consultant**.

Purpose

The objective of appointing a Consultant is to provide close assistance to the CCE in providing expert guidance and strategic support to enhance the planning, development, and execution of continuing education programs of IISc.

Role

- To facilitate the development of policies related to admissions, curriculum, pedagogy, evaluation metrics and other best practices associated with online higher education
- To support in the planning and execution of educational programs, workshops, and outreach initiatives to enhance the institute's continuing education offerings

Key Responsibilities

1. Outreach

- Inform faculty members about opportunities for offering CCE programs
- Support and develop marketing strategies to increase awareness and enrolment
- Formulate marketing plans targeting professionals, students, and industry partners
- Leverage digital channels, including social media, e-mail campaigns, and the CCE website
- Create engaging content like newsletters, blog posts, and videos
- Enhance CCE's brand identity and association with IISc
- Craft key messaging to communicate CCE's unique value proposition
- Build relationships with industry leaders, academic institutions, and professional bodies
- Organize and participate in events to engage stakeholders
- Collaborate with media for coverage and prepare communication materials
- Track and analyze marketing campaign performance to optimize strategies

2. Best Practices for Online Education

- Research and adapt global best practices for IISc's online teaching and learning

3. Course Development and Market Research

- Conduct market research on the demand for CCE's Proficiency, self-support courses, and other offerings
- Advise IISc faculty members on course offerings suitable for MOOCs or in-person formats based on market research
- Support course-related activities and oversee the marketing budget to maximize outreach and visibility of CCE's offerings

Qualifications

- A postgraduate degree in a relevant field such as Education, Management, or Engineering. A PhD in a relevant field would be an added advantage.
- Familiarity with the National Education Policy (NEP), Academic Bank of Credits, and other relevant technical frameworks in the education sector
- Expertise in online learning platforms, content creation, and digital pedagogy
- Excellent communication and interpersonal skills
- Conversant with MS Office Suite
- Ability to conduct market research to identify demand for courses and provide data-driven suggestions to faculty members on course offerings

Experience

- Experience of working with educational institutions, particularly in handling online and hybrid learning programs
- Experience in conducting policy analysis and developing strategic plans for educational initiatives
- Experience in conducting needs assessment and market research

Emoluments: As per the norms of the Institute

Duration

The engagement shall be on a contractual basis, initially for a period of one year, and may be renewed annually for a maximum duration of 5 years, subject to satisfactory performance and the requirements of the Institute. The contract tenure will commence from the date of joining. An annual increment of up to 10% may be granted in the event of contract extension, based upon the candidate's performance and the recommendation of the Chairperson.

To Apply: Submit your resume to office.cce@iisc.ac.in