

Job Title: Senior Marketing and Communications Manager**Reporting To:** Chief Operating Officer (COO)**Location:** IISc, Bengaluru**Employment Type:** Full-time**About I-STEM:**

Indian Science, Technology and Engineering facilities Map (I-STEM) is a dynamic and interactive national portal, which hosts various scientific programs, initiated by office of the Principal Scientific Adviser, Govt. of India. The main objective of having this portal (developed using public fund) is to provide support to needy researchers in different ways and strengthen the R&D ecosystem to fulfil the necessity of people of the country.

Website Address: <https://www.istem.gov.in>**Position Overview:**

We are seeking a dynamic and results-oriented Senior Marketing and Communications Manager to join our innovative team in Bengaluru. As a key member of our team, you will play a pivotal role in elevating I-STEM's brand awareness, expanding outreach, and cultivating strategic partnerships within the scientific and research communities. You will also be instrumental in driving the onboarding of all satellite centers across states and engaging ambassadors at the district level to co-conduct events that increase awareness of the I-STEM portal.

Key Responsibilities:

- **Strategic Marketing:** Develop and implement a comprehensive marketing strategy aligned with I-STEM's strategic objectives, targeting key stakeholders including researchers, academic institutions, government agencies, and industry leaders.
- **Digital Marketing:** Lead all aspects of I-STEM's digital marketing efforts, including website optimization, social media campaigns, email marketing, and targeted online advertising to maximize reach and engagement.
- **Content Creation:** Develop compelling and informative content across various channels, including website content, blogs, social media posts, press releases, and marketing materials, to effectively communicate I-STEM's value proposition and initiatives.
- **Event Management:** Collaborate with ambassadors to plan and execute impactful events that promote I-STEM and its initiatives. Ensure the successful onboarding of all satellite centers across states and foster partnerships to co-conduct events that enhance awareness of the I-STEM portal.
- **Media Relations:** Cultivate strong relationships with media outlets to secure positive coverage and generate publicity for I-STEM.
- **Internal Communications:** Develop and manage communication plans for internal stakeholders, ensuring clear and consistent messaging across the organization.
- **Performance Analysis:** Track and analyze marketing campaign performance using key metrics to measure ROI and identify areas for improvement.
- **Cross-Functional Collaboration:** Work closely with other departments, including Operations, Research, and Satellite Centers, to ensure a unified brand message and seamless integration of marketing efforts.

- Marketing and Institutional Outreach: Lead outreach efforts to academic institutions, research organizations, Incubators and other startup ecosystem and industry partners, promoting I-STEM's services and initiatives.
- Develop and execute marketing campaigns to increase engagement and foster collaboration within the scientific and research communities.
- Establishment of Satellite Centers and Ambassador Programs: Coordinate the establishment of I-STEM satellite centres in strategically chosen locations, ensuring operational readiness and seamless integration with local stakeholders.
- Identify new ambassadors in each district and state, collaborating closely with them to provide the necessary resources, training, and support for driving regional engagement and fulfilling I-STEM's mission effectively.

Qualifications:

- BE/B. Tech with MS with MBA/MTech/PhD.
- 7+ years of experience in marketing and communications, preferably within the science, technology, education, or research sector.
- Proven track record of developing and executing successful marketing campaigns with measurable results.
- Strong writing and editing skills with experience in creating compelling content for diverse audiences.
- Excellent communication and interpersonal skills, with the ability to build rapport with various stakeholders.
- Expertise in digital marketing, social media management, and content marketing.
- Knowledge of the Indian education and research ecosystem is a plus.
- Strong analytical skills and a demonstrated ability to use data to drive strategic decision-making.
- Ability to work independently and manage multiple priorities within a fast-paced environment.

Remuneration:

- Salary will be paid as per IISc, CeNSE norms

How to Apply:

Interested candidates are invited to submit their updated resumes along with a cover letter to spushpa@istem.co.in within 15.01.2025.