



**IIM LUCKNOW ENTERPRISE INCUBATION CENTRE (IIML EIC)
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

Noida Campus at B1, Institutional Area, Sector 62, Noida- 201307

IIML EIC is hosted by IIM Lucknow, supported by NSTEED, DST, Government of India, and the Uttar Pradesh Government

VACANCY
NOTIFICATION

Subject: Recruitment for the position of Marketing Manager on contract at IIML EIC

IIML- EIC invites applications from interested and eligible candidates for the selection of **one position (01) of Marketing Manager** on contract for a period of 1 year, which may be considered further for extensions as per the project requirement & satisfactory industrial performance, and policy of the IIML EIC.

The role involves end-to-end coordination with the programme team, management & programme lead to create the presence of Women's Entrepreneurship Programme.

Job Description & Key Responsibilities:

- Designing, developing, and promoting social media content strategy & design graphics/collateral for all incubator programs/events or activities while collaborating with other teams to ensure brand consistency;
- Developing Newsletter, Press Release, stories, etc, as required to maintain the strong media presence;
- Using analytical tools to monitor/measure the organization's social media presence and the success of every social media campaign;
- Design & execute the social media strategies to elevate organic traffic growth through social media channels;
- Planning and execution of promotional activities to drive community engagement.

Skills & Knowledge Requirements:

- Bachelor's/Masters degree in Graphic Design, Marketing, or a related field with 5 years of total experience;
- Minimum 3 years of a mix of social media & graphic design experience with a strong portfolio showcasing your work;
- Strong attention to detail, excellent communication, and collaboration skills

- Ability to manage multiple projects and meet deadlines;
- The candidate should be good with both Social Media handling, SEO, & Graphic design independently.

Compensation:

The consolidated remuneration will be in the scale between Rs. 6.00 Lacs to Rs. 9.00 Lacs (all-inclusive) with a break-up available with the incubator as per IIML EIC's policy.

GENERAL CONDITIONS

- Submit your application as per the link: [Click Here](#)
- The last date of submitting the online application is 04 May 2025, before 5:30 PM
- All the received applications for the said post will be shortlisted, and only the shortlisted candidates will be invited through e-mail to appear in the interview on the scheduled date and time.
- The candidates have to produce their biodata along with a set of photocopies in support of their educational qualifications, experience, etc., at the time of the interviews. They should also bring all testimonials in their original form for verification purposes.
- There will be multiple rounds of interviews as deemed appropriate by the management.
- No TA/DA or any other incidental expenses will be reimbursed for attending the interview.
- Initial appointment will be for 1 year on contract, renewable further, subject to project requirement & satisfactory industrial performance of the incumbent and the need of the IIML-EIC.
- The compensation will be decided depending on qualification, experience, last drawn salary, and relevant factors.
- Candidates are advised to visit the website of IIM Lucknow (www.iiml.ac.in/) / (www.iimlincubator.com) regularly for updation, amendments, and corrigenda (if any). It will be placed on the Institute website only.
- IIML-EIC reserves the right not to fill the above position if it desires so.
- Canvassing in any form will be a disqualification.

MD, IIML- EIC

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Sector-62, Noida**