

The logo for the Indian Institute for Human Settlements (iihs) is located in the top left corner. It consists of the lowercase letters 'iihs' in a white, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a dark red rectangular background.

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Manager/ Senior Manager – Outreach &
Marketing, Urban Practitioners' Programme
(UPP)

About Us

The Indian Institute for Human Settlements (IIHS) is a national education institution committed to the equitable, sustainable and efficient transformation of Indian settlements.

IIHS aims to establish an independently funded and managed national university of eminence for research and innovation focused on the challenges and opportunities of India's urban transition. The proposed IIHS University will be an institution of eminence that will host an integrated programme of quality campus-based education and research, training and lifelong learning for working professionals, distance and blended learning, as well as a whole array of practice and advisory services. The university will have a strong interdisciplinary orientation bringing together theory and praxis that is grounded in the South Asian context and also engages with and draws from knowledge across the globe.

For more information, please see <http://www.iihs.co.in>

About the Urban Practitioners' Programme

The Urban Practitioners' Programme (UPP) is the education and capacity building arm of IIHS, targeting urban practitioners spanning diverse disciplines and levels in public, private, academic and civil society sectors. IIHS believes that a city's transformation rests largely on the collective endeavours of practitioners who confront challenges through an informed, reflexive and creative manner. Through a portfolio of customised and open enrolment capacity development programmes and projects, the UPP offers institutions and practitioners new frameworks of knowledge, backed by a cohesive package of skills. Our portfolio spans sectors, disciplines and scales of practice and seeks to intervene at three levels:

- Strategic perspectives and orientation of the practitioner to urban challenges;
- Knowledge frameworks employed to appraise such challenges;
- Execution skills to tackle them effectively and sustainably.

Job Description

The Manager/ Senior Manager - Outreach & Marketing will be responsible for the outreach and marketing activities of the various capacity development programmes and projects of the UPP at IIHS. The position seeks a person with experience and expertise in outreach and marketing activities in the development sector, working closely with government and other stakeholders across the central and various state governments.

Activities and Tasks

This position will hold responsibility for the overall enrolment levels of the UPP portfolio, along with the corresponding revenue targets. Detailed responsibilities would include, but not be limited to, the following broad areas:

- Tracking various capacity development opportunities, RFPs, etc. from government and funding agencies around urban transformation;
- Leading the proposal development and submission process for opportunities identified through the tracking process;
- Engaging and building relationships with relevant central and state government agencies and departments to deliver capacity development programmes as per their mandates and requirements;
- Identifying opportunities to design and offer relevant programmes for the private sector, social sector, and academia around various areas of urban transformation;

- Forging collaborative partnerships (both on the supply side and the demand side) to enable building and sustaining high-value capacity development programmes around the Urban;
- Drawing up suitable outreach and communication strategies specific to each project, program, or initiative, using a judicious mix of B-to-B, B-to-C, or B-to-B-to-C modes as enrolment;
- Working with the Communications team to design and develop marketing material required for the outreach and brand-building activities of the UPP, both at the individual programme level and at the portfolio level;
- Conceptualising, planning and organising events (workshops, conferences, etc.) to spread awareness about the institution's capacity development mission and expertise;
- Managing logistics, event-related resources and materials by working with other internal departments and ensuring that events are conducted smoothly;
- Managing outreach budgets and forecasting potential outcomes of outreach efforts;
- Guiding other members of the UPP team (reporting and non-reporting) in achieving the outreach and enrolment targets;
- Providing support to other IIHS activities including academics, research, training, practice, operations and others;
- Participating in all activities of Institution-building at IIHS; carrying out tasks as assigned by IIHS; and travelling on IIHS work within or outside the country as and when needed.

Structure and Reporting

The Manager/ Senior Manager — Outreach & Marketing will report to the Head - Urban Practitioners' Programme at IIHS and collaborate effectively with a diverse group of internal teams.

Person Specification

Applicants should have a Master's Degree in marketing or development and have at least 10 years of experience in the field of Marketing and Outreach, preferably in a higher education institution, NGO, think-tank, or capacity development organisation. Experience in working with the Indian government, both at the national and state level, is important, and proficiency in English and at least 1-2 Indian languages is necessary.

Other skills and attributes required for this role, include:

- Demonstrated attention to detail;
- Excellent communication, relationship management, and interpersonal skills;
- Experience with the research community is an asset;
- Experience of working with online platforms in the context of education is an added advantage;
- Ability to work individually or in a team, in a fast paced, dynamic environment;
- Ability to work flexible hours from time to time.

This offer is on an exclusive basis, which implies that other professional assignments (whether compensated or not) that bear a potential conflict of interest with IIHS cannot be undertaken.

The search will remain open until the position is filled.

Location

This position is based in Bengaluru and may entail travel to other locations in India.

Review and Assessment

The role and performance of the incumbent shall be subject to normal review and assessment systems at IIHS.

Diversity Policy

IIHS is an equal opportunity employer that encourages women, people with disabilities and those from economically and socially excluded communities with the requisite skills and qualifications to apply for positions.

To apply

If you are interested to explore this opportunity with us, please fill the online application form by clicking [here](#). (You can also click on the "Apply Now" button at the end of the Job Description displayed on the website).

Contact

Please write to us at hr@ihs.co.in if you need any clarifications while filling the online application form.



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