

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 the upper right. The logo is set against a dark red rectangular background.

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Marketing Associate - Tamil Nadu Urban
Sanitation Support Programme (TNUSSP)

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 distinct national university of eminence focused on the challenges and opportunities of India's urban transition. The proposed IIHS University will be a unique and distinct institution that will host quality campus-based education and cutting-edge research and innovation. The university will have a strong interdisciplinary orientation bringing together India-centric knowledge and applied research that also engages with, and draws from, knowledge across the globe.

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

About the Tamil Nadu Urban Sanitation Support Programme (TNUSSP)

The TNUSSP was launched in November 2015, as the Technical Support Unit (TSU) for the Government of Tamil Nadu (GoTN) to make improvements in fecal sludge and septage management (FSSM) along the full cycle of sanitation (FCS) across Tamil Nadu. A consortium of organisations, the programme is led by the Indian Institute for Human Settlements (IIHS) to make clean water and sanitation accessible.

For more information on TNUSSP, please see <https://tnussp.co.in/>

Job Description

Sanitation workers play a crucial role in the sanitation service value chain, ensuring efficient and effective delivery of sanitation services to urban populations. Despite their essential role, many of these workers are employed on a part-time or irregular basis, which can lead to unstable incomes and livelihood insecurity. Recognizing this challenge, IIHS (Indian Institute for Human Settlements) has undertaken experiments to explore alternative livelihood opportunities for sanitation workers.

These experiments have identified several options with the potential for scaling up. For example, providing training, product development, tie-ups with input suppliers and marketing support have helped in setting up recycled wastepaper product manufacturing as a potential option. Additionally, working with Self-Help Groups (SHGs) of sanitation workers can enable them to collectively address common challenges such as access to resources, common facility centers, scale of operation, etc. By investing in alternative livelihood initiatives, IIHS aims to improve the economic well-being and social empowerment of sanitation workers while enhancing the overall resilience and sustainability of urban sanitation systems.

TNUSSP is looking for a marketing associate to support the work for the development of alternative livelihoods for sanitation workers and their family members. The role demands a thorough comprehension of the urban market landscape and a commitment to partnering with potential market players to stimulate demand for products manufactured by Self-Help Groups (SHGs). It presents an exciting prospect to forge connections between SHGs and

urban markets, thereby nurturing economic avenues and empowering marginalized communities.

This is a contractual position for an initial term of 11 months.

Activities and Tasks

Responsibilities would include, but not be limited to, the following:

- Conducting in-depth market research to identify potential markets, target audiences, and competition for SHG products (sanitary napkin disposal pouches, aprons, wastepaper products, cleaning material – phenyl, toilet cleaner, floor cleaner, etc.);
- Analysing market trends, customer preferences, and emerging opportunities for product diversification;
- Developing and executing comprehensive marketing strategies to promote SHG products, including files, folders, sanitary products, and cloth products;
- Identifying prospective market players such as hotels, FMCG wholesalers, and readymade garment shops, and conducting regular personal visits to establish strong relationships and showcase the value of SHG products; these visits should aim to secure partnerships, product placements, and bulk orders;
- Leveraging networking and relationship-building skills to engage with key decision-makers and influencers within these market segments;
- Identifying potential sales channels and distribution networks to reach a wider customer base;
- Building and maintaining relationships with retailers, wholesalers, and any other potential partners for generating regular orders and release of payment;
- Tracking and analysing the effectiveness of marketing campaigns and adjusting strategies as needed;
- Providing support to other IHS activities including academics, research, training, practice, operations and others;
- Participating in all activities of Institution-Building at IHS; carrying out tasks as assigned by IHS; and travelling on IHS work within the country as and when needed.

Structure and Reporting

The marketing associate will be an External Consultant coordinating with the livelihoods expert on the TNUSSP team and will be required to collaborate effectively with a diverse group of internal teams and external individuals/organisations.

Person Specification

The ideal candidate should have:

- A professional degree in Marketing, Development Studies, Social Work, or related discipline;
- 2-5 years of relevant experience in providing market development support to urban livelihoods projects; Experience of working in multi-disciplinary teams;
- Good people management skills;
- Proficiency in Tamil language is mandatory.

This is a contractual position for an initial term of 11 months. 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 the IIHS cannot be undertaken.

The search will remain open until the position is filled.

Location

This position is based in Trichy and may entail travel to other locations in Tamil Nadu.

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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