

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 text is set against a dark red rectangular background.

INDIAN INSTITUTE FOR  
HUMAN SETTLEMENTS

**JOB DESCRIPTION**

# Manager – Academic Outreach & Marketing

## **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 IIHS Academic Programmes and Schools**

India's urban transition is unprecedented in scale and complexity. Within it lie both the opportunities of increased economic growth and employment as well as the challenges of persistent inequality, extreme deprivation and environmental degradation. IIHS' academic programmes aim to foster a new generation of urban practitioners and change makers, to become part of shaping this transition.

The academic programmes are supported by the five interdisciplinary IIHS Schools: School of Environment and Sustainability (SES), School of Systems and Infrastructure (SSI), School of Economic Development (SED), School of Human Development (SHD) and School of Governance (SoG). Each School has a particular transformational theme and a set of teaching, research and practice projects and programmes within it. Collectively, the five schools systematically address a wide range of urban issues, from questions of livelihood and economic development, access to basic infrastructure, affordable housing and healthcare for all, to tackling climate change and land governance.

## **Job Description**

The Manager - Outreach & Marketing will manage the outreach and marketing process for IIHS' growing portfolio of academic programmes. The incumbent will be responsible for developing and implementing outreach activities for the academic programmes and ensuring that the applications target for all courses are met, in terms of numbers, quality of students, and student intake that meets institutional goals of inclusiveness and interdisciplinarity, while ensuring compliance with all relevant regulations and policies. S/he will have to collaborate with other Functions and Programmes in IIHS to ensure that the outreach process is efficient and effective, and also maintain relationships with various academic institutions and organizations, industry partners, and other stakeholders to promote IIHS and attract qualified applicants.

The role requires excellent communication, leadership skills, market orientation, and networking and influencing skills.

## Activities and Tasks

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

- Helping define outreach and marketing strategies to ensure that IIHS academic programmes achieve visibility, reach and depth across regions, disciplines, different institution types (universities, colleges, professional institutes, technical institutes, post graduate programs, etc.) and are able to reach potential students at different stages of their learning life- cycles, in accordance to IIHS institutional objectives regarding pedagogy diversity, inclusion and interdisciplinarity;
- Deploying outreach and marketing strategies to ensure that potential students are aware of IIHS's academic programmes and consider them as genuine and preferred career options;
- Defining and deploying IIHS alumni activities to support and build out the outreach for IIHS academic programmes;
- Helping recruit, manage, and build the outreach & marketing team;
- Managing and optimising the outreach budget;
- Helping set up systems, processes, and technologies to gather and analyse applications data on an ongoing basis to drive continuous improvement;
- Collaborating with the Communications and Design team and other relevant teams to promote the Institution to prospective students;
- Working closely with the Academics & Research team and the different IIHS Schools to ensure that application standards align with the Institution's academic goals;
- Working closely with the Legal & Regulation team to ensure that all Outreach & Marketing systems, processes, activities and initiatives are compliant with regulatory requirements;
- Representing IIHS at admissions events and conferences;
- Establishing relationships with external vendors and service providers;
- Developing and maintaining relationships with other educational institutions and ecosystem partners;
- Staying up-to-date with academic and industry trends and best practices, not just to enhance the outreach process but also to provide inputs to academics and other institutional processes;
- Contributing to other IIHS initiatives and programmes as needed;
- 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 the country as and when needed.

## Person Specification

The ideal candidate should have:

- A Master's degree in Management, Human Resources, Urban Planning, Law, Humanities / Social Sciences, Human Development, or other relevant discipline;
- Total experience of 8–10 years, out of which at least 4 should be in marketing & outreach (in a higher education context);
- Experience in managing teams and budgets;
- Experience in data analysis and reporting;
- Ability to work in matrix structures;
- A proven track record of developing and implementing outreach strategies and plans;
- Excellent communication and interpersonal skills;
- An ability to develop and maintain relationships with key stakeholders, both internal and external.

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@iihs.co.in](mailto:hr@iihs.co.in) if you need any clarifications while filling the online application form.



**iihs**®

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