

The logo for the Indian Institute for Human Settlements (iihs) is displayed in white text on a dark red rectangular background. The letters 'iihs' are in a bold, lowercase sans-serif font, with a registered trademark symbol (®) to the upper right. Below the letters is a thin white horizontal line.

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Associate / Senior Associate -
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.

As an interdisciplinary and distinct university, IIHS is focused on the challenges and opportunities of India's urban transition. It 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 applied research/practice-based work. It aims at bringing together theory and praxis around India-centric knowledge and applied research grounded in our contexts as well as engaging with and drawing 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 Associate / Senior Associate – Academic Outreach & Marketing will be responsible for all the operational activities involved in the outreach and marketing process for IIHS's growing portfolio of academic programmes. The incumbent will be responsible for implementing outreach activities for the academic programmes and ensuring that the applications target for all courses are met, in terms of both numbers and quality of students, while adhering to all relevant regulations and policies. S/he will collaborate with members from other Functions and Programmes in IIHS to ensure that the outreach process is efficient and effective, and also reach out to various academic institutions and organizations to promote IIHS and attract qualified applicants.

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

Activities and Tasks

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

- Executing outreach and marketing plans to ensure that potential students are aware of IIHS' academic programmes and consider them as genuine and preferred career options;

- Adhering to systems and processes to gather and analyse applications data on an ongoing basis;
- Collaborating with the Communications and Design team, other relevant teams in IIHS, and with external vendors and service providers to develop and deploy marketing material;
- Working closely with the Academics & Research team and the different IIHS Schools to ensure that application standards align with the Institution's academic goals;
- Ensuring compliance with regulatory requirements in all operational activities and initiatives related to academic outreach and marketing;
- Maintaining relationships with other educational institutions and ecosystem partners;
- 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.

Structure and Reporting

The Associate/ Senior Associate – Academic Outreach & Marketing will report to the Lead – Academic Outreach & Marketing or to any other senior member overseeing academic outreach and marketing at IIHS, and will be required to collaborate effectively with a diverse group of internal teams and external individuals/organizations, and students.

Person Specification

The ideal candidate should have:

- A Bachelor's degree in Management, Human Resources, Urban Planning, Law, Humanities / Social Sciences, Human Development, or other relevant discipline;
- Total experience of at least 5 years, out of which at least 2 should be in marketing & outreach (in a higher education institution);
- A proven track record of implementing marketing & outreach strategies;
- Experience in data reporting and analysis;
- Ability to work in matrix structures;
- 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 if you need any clarifications while filling the online application form.



iihs®

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