

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

About Us

The Indian Institute for Human Settlements (IIHS) is an interdisciplinary knowledge institution and distinct university, committed to the equitable, sustainable and efficient transformation of Indian settlements. It conducts an integrated programme of quality campus-based teaching and research, applied research/ practice-based work to deliver large-scale impact, training and lifelong learning for working professionals as well as blended learning. IIHS brings together theory and praxis around India-centric knowledge and applied research, while engaging with and drawing from knowledge across the globe.

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

About the Urban Practitioners' Programme (UPP)

The UPP is an education and capacity building programme for urban practitioners spanning 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, working closely with private organisations, government agencies 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 and needs analysis of training interventions in the Private & Public Sector;
- Leading the development and submission process for proposals/ opportunities identified through the tracking process;
- Identifying prospective clients and designing proposals on new thematic areas;
- Expanding the clientele base of the UPP and forging new markets for wider outreach;
- Engaging and building relationships with relevant private organisations, central and state government agencies and other 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 various thematic areas like leadership, AI & ML, SWM, EEB,UT etc;
- 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, keeping the P&L margins positive;
- 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 (UPP) at IIHS and will be required to collaborate effectively with a diverse group of internal teams and external individuals/ organisations.

Person Specification

Applicants should have:

- A Master's degree in Marketing or related field ;
- 8-10 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 private organisations and government agencies, both at the national and state level, for Outreach activities;
- Experience of working with both online and offline platforms in the context of outreach, training coordination, feedback assessment, etc.;
- Good market connections both in the private and public sector;
- Creative problem-solving skills and an orientation that accepts challenges as opportunities;
- Good stakeholder/ key account management skills, interdepartmental coordination skills;
- Demonstrated attention to detail with the ability to perform under strict deadlines;
- Excellent communication, relationship management, and interpersonal skills;
- Experience with the research community would be an asset;

- Ability to work individually or in a team, in a fast-paced, dynamic environment;
- A go-getter's attitude with the ability to work flexible hours from time to time as needed;

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.



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