

## **ASSOCIATE – MARKETING**

### **About Us**

The IIHS is a national education institution committed to the equitable, sustainable and efficient transformation of Indian settlements. IIHS is a prospective national University for Innovation focused on India's on-going urban transformation. It will address the challenges of urbanisation through an integrated programme of high quality education, research and knowledge generation, executive training, distance learning, design and advisory services, advocacy and intervention. For more information, see [www.iihs.co.in](http://www.iihs.co.in).

### **Job Description**

The IIHS is seeking a Marketing Associate to assist with the organisation of the Programme for Working Professionals (PWP), an integral segment of IIHS. The PWP is a series of short courses that enable students and working professionals to engage with the real-time challenges of governance and planning. The person would be responsible for supporting the production of marketing materials, updating and refining advertising collateral, reports and presentations; handling communication (cold calling and direct interface with potential PWP participants); monitoring of the website; market research initiatives and all related marketing functions. This is an ideal opportunity for an early-career marketing executive to help shape the marketing processes of a national educational institution. There is expansive room for growth in this profile for strategy development and market research opportunities.

### **Requirements**

Applicants should possess a Master's degree in Business Administration (MBA) or an equivalent degree with marketing as an area of specialisation as well as have at least two years of relevant work experience in B2B / B2C environments. Promising fresh MBA possessing candidates may also be considered. Successful candidates must possess both the desire and capacity to work in a team and respond to continual deadlines in a challenging and stimulating work environment.

**This is a paid position with a competitive salary, located in Bangalore.** The search will remain open until the position is filled.

### **Diversity Policy**

The 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.

### **Contact**

Please send an updated resume and a cover letter addressing how you meet the above requirements to:

Human Resources ([hr@iihs.co.in](mailto:hr@iihs.co.in))

Indian Institute for Human Settlements (IIHS)

Tharangavana, D/5, 12th Cross, RMV Extension, Bangalore 560 080.

Please mention the Subject of the e-mail as **Associate – Marketing**