

JOB DESCRIPTION

Senior Manager/ Lead (Digital Marketing)
– Communications and Design

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 Communications and Design Function

The Communications and Design Function cuts across and works closely with all programmes and schools within IIHS. As custodian of the brand, the function is responsible for IIHS' reputation through its communication efforts to external stakeholders and audiences. The function supports IIHS through marcomm strategies, including but not limited to communication, content and visual design strategies; across its schools, programmes, projects and events; through consistent and quality outputs, all the way from ideation, execution, feedback and learning.

Job Description

IIHS is looking for an experienced Digital Marketing professional to lead and help manage the digital marketing function and expand the influence of its pioneering urban transformation work. The role involves the use of advanced digital strategies through actionable digital content and campaigns to reach multiple stakeholders and audiences, as appropriate to IIHS' schools, programmes and projects.

Activities and Tasks

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

- Developing and executing integrated digital marketing strategies tailored to education, research dissemination, capacity development, practice, and digital blended learning;
- Conducting detailed market, competitor, and audience research to identify opportunities and design impactful campaigns;
- Analysing current digital channels and selecting platforms that align with audience needs and institutional goals;
- Analysing existing digital marketing tools and making a business case for investments to ensure optimal usage;
- Guiding creation and execution of high-quality content (landing pages, video, social posts, Infographics, newsletters) as per the platform and campaign requirements, ensuring clear messaging on IIHS' schools, programmes, projects and events;
- Coordinating, planning, and managing email marketing, paid advertising, and SEO/ SEM to boost engagement and conversions including objectives, audience, content, channel mix, checklists, testing and optimisation and budget assumption linked to the KPIs;
- Tracking campaign performance using analytics; interpreting data to optimise strategies, adjust budgets, and report on ROI;

- Collaborating with teams of designers, writers, web developers and external vendors to deliver cohesive campaigns;
- Co-developing and ensuring adherence to digital narrative building, brand guidelines and online reputation management;
- Staying updated on evolving digital marketing tools and approaches and incorporating new tools and techniques into strategy;
- Assigning roles and responsibilities amongst the Communications and Design team, tracking outputs and outcomes in a timely manner, and assisting in performance reviews and improvement plans;
- Supporting internal capacity building as needed, including the use of AI for marketing, to improve efficiency, speed, and quality of outputs;
- Creating and implementing SOPs and guides related to all the major areas of work described above;
- Fostering relationships and communicating effectively with other teams at IIHS to help with their digital outreach plans, creating briefs for efficient delivery and designing debriefs and analytics dashboards to present to other internal stakeholders;
- 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

This position will report to the Head - Communications and Design at IIHS and will be required to collaborate effectively with a diverse group of internal teams and external individuals/ organisations, and students.

Person Specification

The ideal candidate should have:

- A Bachelor's/ Master's degree in Marketing, Media;
- At least 15 years of work experience, with at least 8+ years of established experience in Digital Marketing;
- Strong Digital Marketing knowledge and understanding of the full marketing cycle and the customer journey;
- Proven ability to lead digital campaigns, with a portfolio to showcase achievements;
- Excellent analytical thinking, data literacy, and the ability to leverage insights for campaign optimisation;
- High proficiency in digital tools and platforms: CMS, Google Analytics, social media, CRM, Project management tools like Notion and Jira;
- Working knowledge of what it takes to create good marketing assets like videos, web pages, banners and emails;
- Superior communication skills to collaborate with internal teams and engage with external stakeholders;

- Outstanding project management and process designing abilities to deliver campaigns and assets on time and within budget;
- Digital creativity and innovative storytelling skills to highlight urban impact would be an advantage; also data visualisation to present to senior stakeholders for driving actions;
- Adaptability and the willingness to quickly learn new platforms, tools, and approaches;
- Leadership for team coordination, training, and adherence to systems and processes;
- Flexibility and strategic agility to adjust marketing plans based on analytics and organisational needs;
- Commitment to ongoing skill and knowledge improvement, particularly relating to digital outreach in the development/ not-for-profit environment;
- Candidates with digital marketing experience in the developmental/ social impact, education, research, or policy-driven organisations would be at an advantage.

What We Offer

- A vibrant, collaborative, and intellectually rich work culture;
- An established team of professionals and support within the function that is hiring;
- Ample opportunities for learning, experimentation and growth;
- Competitive salary and professional development opportunities.

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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