



## **Advertisement for the post of Digital Marketing Manager**

### **About the Company**

Indian Institute of Technology Tirupati (IITT) has established the IIT Tirupati Navavishkar I-Hub Foundation (IITTNiF) to facilitate the Technology Innovation Hub (TIH) on Positioning and Precision Technologies (PPT) approved by National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS) and coordinated by the Department of Science & Technology (DST), Government of India. The Company will be initially supported by the DST for five years, following which it should generate its revenue to continue with its functions. The Company aims to create a strong foundation and a seamless ecosystem to promote knowledge generation, translation research, technology and product development, human resource development, innovation & commercialization standards and international collaborations in PPT.

### **About IIT Tirupati**

IIT Tirupati is one of the twenty-three IITs created by an Act of Parliament as Institutes of national importance. Our objective is to nurture scientists and technologists of the highest calibre who would engage in research, design, and development to help build India towards self-reliance in her technological needs. IITT started functioning in 2015 and is amongst the youngest premier institutes in the nation. Since its inception, IITT has engaged in providing meaningful education in engineering and science while conducting original research of the highest standard. The Institute boasts of a sprawling 548-acre campus with a dedicated 19-acre space earmarked to establish Research Park and Innovation Hubs.

### **Job Description**

Position	Digital Marketing Manager
Company	IIT Tirupati Navavishkar I-Hub Foundation (IITTNiF)
Location	IIT Tirupati, Yerpedu Post, Tirupati District, A.P. - 517619
Scope of the job	<ul style="list-style-type: none"><li>● Social Media Management</li><li>● SEO Management</li><li>● LinkedIn B2B Management</li><li>● Designing presentations, Social Media Contents</li><li>● Google Ads Management</li><li>● Landing Pages Management</li><li>● Email campaigns</li><li>● Analytics</li><li>● Content Writing</li></ul>



	<ul style="list-style-type: none"><li>• Audio/Video Content Management.</li></ul>
Qualification	<ul style="list-style-type: none"><li>• An MBA in Marketing and Sales is desirable with Digital Marketing Exposure.</li></ul>
Experience	Minimum of 5 years of experience.
Requirement	<ul style="list-style-type: none"><li>• Applicants must have working knowledge of SEO, SEM, PPC, Content Marketing, Video Marketing , Social Media marketing.</li><li>• Candidates must have knowledge of tools such as SEMRush, Ahref, Uber suggest, google webmaster, WordPress SEO and all other market relevant tools.</li></ul>
Desirable	<ul style="list-style-type: none"><li>• Exceptionally good on Communication skills.</li><li>• Must have worked with very good Organizations.</li></ul>
Compensation	Gross Salary Rs. 60000.00 – Rs. 80000.00 P.M.
Tenure	Initially two years (Renewable based on annual performance/ appraisal).
Termination	It is a temporary position, and the employee's service shall be liable to disengage during the tenure at any time by notice in writing given either by the employee to the Appointing Authority or by the Appointing Authority to the employee. The period of such notice shall be three months. The Company may withdraw, modify or discontinue any position at any time with the BOD's approval.
Last date	On or before July 15th, 2022.
<ul style="list-style-type: none"><li>• Interested aspirants can apply at <a href="https://forms.gle/f7CNBrMAugesgfLL6">https://forms.gle/f7CNBrMAugesgfLL6</a></li><li>• Shortlisted candidates will be informed through email for the interviews.</li><li>• The candidate is also required to bring the original certificates and supporting documents for verification at the time of interviews.</li></ul> <p><b>IITNiF reserves the right to change the cut-off qualifications and experience for calling the candidates for an interview.</b></p> <p><b>For any queries, please write to <a href="mailto:recruitment@iitnif.com">recruitment@iitnif.com</a> or call us at 0877 250 3883 from 9.30 AM – 5.30 PM.</b></p>	