



**Indian Institute of Management Kashipur**  
**Walk-In-Interview for the post of Administrative Trainee/ Associate**  
**(Media and Public Relations Committee (MPRC))**

Adv. No.: AA-12/2024

28<sup>th</sup> November 2024

IIM Kashipur is looking for two AAs in Media and Public Relations Committee (MPRC) in promoting institutional activities at the national and international levels. AAs will assist MPRC Chairperson, PRO and MPRC members in planning and executing public relations strategies (print, electronics, and social media) to enhance the brand of IIM Kashipur, increasing awareness about the institute's activities/ initiatives and engaging with its stakeholders. This role is challenging and requires in-depth knowledge of public relations strategies, various print, electronic, and social media platforms/ outlets, excellent communication (verbal and written), consultancy & presentation skills, and a passion for staying current with the latest trends. Expertise in social-media activities and use of CRO and SEO, web based promotional activities will be helpful in discharging responsibilities.

**Job Responsibilities:**

- ◆ Assist in developing network for media and promotional activities.
- ◆ Research, write and issue news releases & stories on all aspects of the work of the IIM Kashipur.
- ◆ Work with colleagues from across all stakeholders (relevant communities, bloggers, special interest groups etc.) to develop the use of digital media, including all forms of social media, supporting the creation of content and facilitating engagement.
- ◆ Assist PRO in collaboration with area chairpersons/ faculties/ staff, create several IIM Kashipur publications.
- ◆ Assist in managing the IIM Kashipur's reputation, including responding to negative media stories, and prepare and gain approval for statements to be issued on behalf of the IIM Kashipur.
- ◆ Assist in the development/ creation of articles and other items to the Institute's web page (print, internal news) and e-media mainly, but not exclusively, arising from related media work.
- ◆ Assist in updating media contact lists, to the media training programs (if required), and to other work related to the institute's communications.
- ◆ Assist in arranging visits (related to MPRC) inside and outside IIM Kashipur.
- ◆ Assist in building strong connections with government agencies and other institutes/universities of repute (national/ international).
- ◆ Proof print and broadcast copy for grammatical and typographical errors.
- ◆ Collate and analyse media coverage (relevant to IIM Kashipur).
- ◆ Assist in the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes.
- ◆ Assist in managing the PR aspect of a potential crisis.
- ◆ Any other duties/ responsibilities as assigned by the competent authority of IIM Kashipur.

**Qualification and Stipend:**

**Administrative Trainee:**

**Qualification:** First class bachelor's degree (or relevant equivalent qualifications) in Public Relations (PR), Journalism, Communication & Marketing. Relevant experience either in academics or industry in a reputed organisation would be an added advantage.

**Stipend:** ₹ 20,000 – 25,000/- per month.

**Administrative Associate:**

**Qualification:** A Postgraduate degree (or relevant equivalent qualifications) in Public Relations (PR), Journalism, Communication & Marketing.

**Stipend:** ₹ 35,000 – 40,000/- per month.

**Desirable Qualification:** Additional qualifications or relevant further training in PR/ Communication/ Digital Marketing.

**Duration:** Appointments will be made purely on contract basis for a period of one year initially from the date of joining and renewable annually, subject to satisfactory performance, but generally limited to three years.

**Age:** The age of the candidate should be preferably below 45 years.

**Selection Process:** A walk-in-interview is scheduled on 10<sup>th</sup> December 2024 at 10:00 AM onwards. The candidates willing to appear in the interview are requested to go through the advertisement thoroughly and ensure that they fulfil the eligibility criteria. The candidates are requested to bring their latest Resume with one set of self-attested photocopies of all educational and experience certificates (along with original certificates for verification) at the time of interview along with original photo identity issued (preferably AADHAAR) by the Government of India.

**Reporting Time:** 09:30 AM to 10:30 AM (**Candidates arriving after 10:30 AM will not be allowed to participate in the Interview process.**)

**Venue:** Academic Vihara, Indian Institute of Management Kashipur, Uttarakhand.

**Job Location:** Kashipur & Dehradun.

*Sd/  
Chief Administrative Officer*

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