



**Job Title:** Consultant - Marketing & Communication (Admissions)

**Location:** Institute of Rural Management Anand (IRMA), Anand - Gujarat

**About IRMA:**

The Institute of Rural Management Anand (IRMA) is a premier national Institute for Postgraduate, Doctoral and Mid-career/in-service education, research, and consulting in rural management. Founded in 1979, IRMA aims to promote sustainable Rural Development through professional management.

**Role Description:**

- Assisting in the development and implementation of communications strategies that support the admissions process of all academic programs at IRMA.
- Coordinating and managing the production of internal and external communications materials, such as brochures, newsletters, social media content, and website updates for Admissions.
- Managing and building relationships with media outlets, current batches of students, alumni and other stakeholders of IRMA Admissions
- Tracking developments in Higher Education Institution space, peer B Schools activities and trends in higher education.
- Coordinating with agencies commissioned by IRMA for extended outreach.
- Managing the institution's system of generating and nurturing leads.
- Organizing and coordinating events and other public relations activities, including conferences, open houses, educational fairs and other events to engage prospective applicants.
- Collaborating with IRMA's Strategic Communications team, IRMA IT Team and Students Media Cells to find synergies and ensure consistent messaging and branding across all communications.
- Managing the IRMA Admissions social media assets and website.
- Supporting the Associate Dean (Admissions) and Manager (Academics) with budgeting, planning, and reporting.
- Reporting to the Associate Dean (Admissions) and Manager (Academics) on key metrics of Admissions campaigns on a fortnightly basis.
- Has to provide necessary support to the Manager (Academics) throughout the year for admissions office-related works.

**Selection Criteria:**

**Educational Qualification:**

- MBA /PGDBM /PGDM with specialization in Marketing
- PG Diploma in Advertising and PR or
- PG Diploma in Digital Media or
- Post-Graduation in Mass Communication

**Desirable requirements:**

- A minimum of 1 year of relevant experience is considered an added advantage.
- Knowledge of online image creation tools would be an added advantage.



**Age:**

Not more than 40 years.

**Nature of Appointment**

The services will be required purely on one year of contract with a three-month probationary period. Based on the performance, and institutional requirements, it may be extended up to two years.

**Remuneration:**

The consultancy fees will be Rs. 50,000/- per month.

**To Apply:**

Interested incumbents may apply online by February 25, 2025, i.e., 23:59 at <https://www.irma.ac.in/careers/careers.php>.

**Please Note:**

The IRMA Director reserves the right to relax the advertisement's prescribed selection criteria if a suitable applicant is found fruitful for the position.

The Institute reserves the right to change/apply appropriate shortlisting criteria in case of many applications.

Only short-listed candidates will be called for the interview, and no correspondence/interim inquiries/telephonic inquiries will be entertained.

IRMA is committed to equal opportunities and inclusion of all social groups, including people belonging to minority groups, Gender, Scheduled Castes, Scheduled Tribes, Other Backward Classes, and persons with disabilities.

Mere fulfilling the minimum qualifications and experience prescribed will not make incumbents eligible to be called for an interview.