



TATA INSTITUTE OF SOCIAL SCIENCES
VN Purav Marg, Deonar, Mumbai, 400 088
(A Deemed University under Section 3 of the UGC Act, 1956)

No. TISS/SVE/September/2021/02

17 September 2021

Call for Applications for the Post of 'Manager- Alumni Connect and Promotion' (One Post) on Contract Basis at TISS- School of Vocational Education, Mumbai

1. General Information.

About Tata Institute of Social Sciences (TISS):

The Tata Institute of Social Sciences (www.tiss.edu), established in the year 1936 is a Deemed to be University, fully funded by the University Grants Commission, Govt of India. TISS is a Grade I University with NAAC score of 3.89/4 and NIRF 2021 rank of 37 among Indian Universities and 70 overall.

With campuses at Mumbai (Main) and off-campus at Tuljapur, Guwahati and Hyderabad, TISS offers over 50 Post Graduate programmes, 18 Doctoral programmes, 3 Under Graduate programmes in social science disciplines, and over 30 Under Graduate programs in vocational education (B.Voc. programmes).

Freedom and autonomy shape the positive work ethos and culture of the Institute and facilitate strong linkages between teaching, research, field action and policy engagement. The Institute encourages and supports researchers to engage in foundational, applied, field and action-oriented research, and nurtures research collaborations nationally and internationally, with a commitment to creating a just society through education, generation of knowledge and field action initiatives.

For more details visit our website www.tiss.edu

About School of Vocational Education (SVE)

The approach adopted by TISS-SVE is called the 'Internship Embedded Skill Training Programme'. The Vocational Educational Programme is being implemented for the first time in India with a focus on job-specific skills rather than providing only a broad knowledge based education. The aim of this 'Earn While You Learn Model' is to enable the students to learn the skill by engaging in internship at real shop floor of the industry/company along with theory training in the classroom. Through this model, the student may also earn a modest stipend during internship of the course.

2. Post Advertised with Remuneration & Last Date for Application.

(a) Applications are invited for one post of '**Manager- Alumni Connect & Promotion**' to be filled on contract basis for a period of two year initially and extendable based on performance of the employee and requirements of the Institute.

(b) **Monthly Remuneration.** Consolidated INR 65,000 per month (Commensurate with educational qualification and work experience).

(c) **Last Date of Filling of Online Applications.** 8th October, 2021.

3. Job Description.

1. Plans, implements, and executes successful marketing programs (including brand strategic planning, market positioning, pricing, promotion, advertising etc).
2. Develop and execute strategies and objectives for building and executing the brand engagement through alumni, referrals, partnerships, social media and other marketing vehicles.
3. Identify growth opportunities and drive innovation through marketing initiatives.
4. Collaborates with the Industry for specific strategies.
5. Analysis on Competitor and customer insights.
6. Plan and execute promotion, fairs, conventions and events.
7. Reports proper measurement of marketing activities and strategic recommendations based on findings and current market trends as applicable to SVE.
8. Manage and ensure allocation of marketing budget is aligned to marketing goals and on ROI.
9. Planning and execution of all communications and media actions on all channels, including online and social media.
10. Manage the Alumni network of SVE which includes but not limited to successfully driving campaigns, engagement programmes which create job opportunities and funds, organizing events, managing the portal, initiate referrals etc and maintain the data.
11. Being the single point of contact for the Alumni related activities.
12. Accountable for all activities related to the brand promotion of SVE.

- ***Should be willing to take up task apart from that specified as per the requirement of the school and carry out additional duties and responsibilities as required from time to time.***

4. Essential Qualification & Experience.

- (a) **8+ years** of marketing expertise out of which **minimum five years in the Education field**
- (b) **Minimum 2 years Post Graduate in Marketing**
- (c) Excellent written and verbal communication
- (d) Strong hold on Digital Marketing & Tech savvy
- (e) Creative & Innovative
- (f) Market knowledge
- (g) Business acumen
- (h) Relationship Management

5. Application Fees. Application Fees of Rs 1,000/- to be paid online. Application fees for SC/ST/PwD candidates will be Rs 250/-, if they attach the required Certificate to the online Application Form. Woman applicants are exempted from the payment of Application Fee. The Application will be valid only on receipt of the Application Fee, for those who are required to pay. Fees once paid shall not be refunded under any circumstances.

6. Other Conditions.

- (a) The Institute reserves the right to not fill up the vacancy advertised. The Institute reserves the right to invite persons for interview, who may not have applied for the vacancy as per the above procedure.
- (b) Since applications received will be shortlisted, merely possessing the prescribed qualifications and the requisite experience would not entitle a person to be called for interview.
- (c) The position is unreserved, but candidates belonging to reserved category are encouraged to apply.

(d) No queries or correspondence regarding issue of Call Letter for Interview/Selection of candidates for the post will be entertained at any stage and canvassing in any form is strictly prohibited and will lead to the candidate being debarred from consideration for the post.

(e) It shall be the responsibility of the candidate to assess his/her own eligibility for the post, for which he/she is applying in accordance with the prescribed qualifications, experience etc and submit his/ her application duly filled-in along with the desired information and documents as per the advertisement. Suppression of factual information, supply of fake documents, providing false or misleading information or canvassing in any manner on the part of the candidates shall lead to disqualification. In case it is detected at any point of time in future, even after appointment, that the candidate was not eligible, his/her appointment shall be liable to be terminated forthwith as per this Clause.

(f) In case of any ambiguity in the Recruitment Rules in general and eligibility in particular for any post, the decision of the Institute shall be final.

(g) The Institute reserves the right to relax qualification(s) of the candidate based on the work experience.

(h) No TA/DA will be paid for appearing for the interview, if the interviews are held at the Institute's premises.

(i) In case of any inadvertent error in the advertisement and in the process of recruitment, which may be detected at any stage, even after issue of Appointment Letter, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidate(s).

(j) The post is purely Contractual and the Terms of the Contract Position will be for two year, extension, if any, will be given after assessing the suitability and performance of the selected candidate, post two year tenure on the post.

7. Application Process and Interview.

(a) Candidates are requested to apply online through the link **(Apply now)** provided along with this Advertisement on the Institute website **www.tiss.edu**.

(b) Candidates are required to take a print of acknowledgement of Online Application and keep it for future reference.

(c) The Institute may offer a lower post to a candidate, in case the Selection Committee recommends so.

(d) Short-listed candidates will be informed over e-mail and/or mobile phone to appear for the interview to be conducted at TISS, Mumbai.

Note: The selected candidate will have to join within 30 days of issue of Offer Letter by the Institute

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School of Vocational Education**