

<b>Designation</b>	:	<b>Chief Marketing Officer</b>
<b>Department</b>	:	<b>Marketing</b>
<b>Qualification</b>	:	<b>Postgraduate</b>
<b>Experience</b>	:	<b>15 years &amp; above</b>

### **Broad Responsibilities**

- Responsible for overall marketing & public relations activities of the institute.
- Develop a competitive edge for the Department/ Function from its ranking, rating and enrolment, induction, placement and marketing efforts.
- Develop and sustain marketing strategies to meet institutional objectives as well as public relations, manage nationwide marketing, advertising and promotional staff and all related activities
- Marketing and selling of all full time program and other programs
- Participate in Rating, Ranking and related Surveys.
- Contribute towards Governance, Compliance and Administration, conduct customer research, market situation analysis,, competitor activity and implement marketing plan/ make necessary changes
- Responsible for creating, implementing and measuring the success of the comprehensive marketing, communications and public relations program In the eyes of the stakeholder system you serve.
- Ensure articulation of institute's desired image and position, assure consistent communication of image and position throughout the institute, and position to all constituencies- internal and external.
- Responsible for editorial direction, design, production and distribution of all institute publications.
- Coordinate media interest in the institute and ensure regular contact with target media and appropriate response to media requests.
- Oversee the preparation and distribution of media releases, media copy and other promotional content.
- Participate, input into periodic processes/ meetings ,to review the health and functioning of the program/specialization/vertical and strive to emulate the best in class benchmark- domestically/ internationally.
- Assist/Contribute to ensuring quality assurance, within the institute's overall framework, student admissions, and content relevance.
- Nurture and enhance to have interdisciplinary engagement and collaboration approaches, deployed in the institutional ecosystem
- To support and implement the new knowledge creation and/or research strategy of the specialization/Institute.
- Participate and contribute to various Committees/ Boards, which are in place for the in institute's decision-making and governance
- Promote, facilitate and enhance interdisciplinary engagement and collaboration approaches, deployed in the institutional ecosystem
- Participate in various Committees/ Boards in institute's decision-making and governance.
- Contribute in Institutional Activities, such as Accreditation (national & International), selection and admission of students, Foundation Fortnight, conferences, Seminars, Roundtables, Placement, Mentoring, AC-DC, AOL, AAA, GCL )
- Strengthen and contribute to Institute's industry-academia interface/engagements with key stakeholders, i.e. alumni, International partners, other domestic partners/alliances.
- Accountability to policies, rules and regulations, prescribed by the Regulatory Bodies, Governing Trust and the Institute.