



**ADVERTISEMENT  
FOR  
ASSOCIATE/ SR. ASSOCIATE - PR AND OUTREACH  
AT  
IIT MANDI IHUB AND HCI FOUNDATION  
A Section - 8 Company  
Location - IIT Mandi Campus**

**About IIT Mandi iHub and HCI Foundation:** **About iHub:** IIT Mandi iHub and HCI Foundation (iHub) is a section 8 company established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS). The focus area of IIT Mandi iHub is **“Human-Computer Interaction.”** The vision of the iHub is to be an internationally recognized hub that nurtures HCI research, enables technology translation for industry, and scales skill development. The four verticals of IIT Mandi iHub are Research and Technology Development, Skill Development, Incubation & Acceleration, and Collaboration. For more information, visit [www.ihubiitmandi.in](http://www.ihubiitmandi.in)

**Applications are invited for the post of Associate/ Sr. Associate - PR and Outreach**

**Key Responsibilities:**

**1. Develop PR Strategies:**

- a. Create comprehensive PR strategies aligned with the organization's goals and objectives.
- b. Identify target audiences and determine the appropriate channels for effective communication.
- c. Craft compelling press releases, media kits, and other PR materials.

**2. Media Relations:**

- a. Cultivate and maintain strong relationships with journalists, reporters, editors, and other media professionals.
- b. Pitch story ideas, press releases, and news updates to relevant media outlets.
- c. Coordinate media interviews, press conferences, and other media-related events.

**3. Content Creation:**

- a. Create engaging content, including articles, blog posts, and social media content, to generate interest and promote brand visibility.
- b. Collaborate with internal teams to gather information and develop content that aligns with the organization's messaging and goals.

**4. Influencer and Stakeholder Engagement:**

- a. Identify and engage with influencers, bloggers, and industry experts to expand brand reach and generate positive publicity.
- b. Develop and maintain relationships with key stakeholders, such as industry associations, community organizations, and government agencies.

**5. Performance Tracking and Reporting:**

- a. Monitor media coverage and PR campaign performance to evaluate the effectiveness of strategies.
- b. Prepare regular reports on PR activities, coverage, and key metrics for management review.

**Apply here: <https://forms.gle/gLkhdrGDdtk29xBK7>**

### Essential Qualifications:

- Bachelor's/Master's degree in public relations, mass communications, marketing, or a related field. A Master's degree will be preferred.
- Minimum of 60% marks (7 CGPA).
- Proficiency in using PR tools and platforms.
- Proven experience in public relations, media relations, or a similar role
- Strong written and verbal communication skills
- Creativity and the ability to think strategically

### Desired Skills:

- Should have Technology/Digital Business/ HCI background/Understanding/Experience
- A position requires a clear focus on aligning with organizational goals and a business development attitude to communicate, present, assert and speak to all the ecosystem stakeholders involved.

### Experience: 1-6 Years:

**Remuneration: CTC ₹500,000 to ₹700,000 Lakh per annum**

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### Terms/Instructions:

1. Only shortlisted candidates will be contacted/informed through email/phone.
2. IIT Mandi iHub and HCI Foundation reserves the right to fill up the post, not to fill up the position or cancel the advertisement in whole or part without assigning any reason. The company also reserves the right to limit the number of candidates to be called for written tests/or interviews. The decision of the company in this regard will be final.
3. Documentary evidence of all educational and professional qualifications will be required to be produced when specified.
4. The company can verify the antecedents or documents submitted by a candidate before the appointment, at the time of appointment, or during the tenure of the service. In case it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then their services shall be terminated.
5. If it is found later that any information given in the application is incorrect/false, the candidature/ appointment is liable to be cancelled/terminated.
6. **The applications will be considered till the post is filled.**

**Contact us:** IIT Mandi iHub and HCI Foundation, IIT Mandi, North Campus, Kamand, District Mandi, Himachal Pradesh 175005

**Email:** [hr@ihubiitmandi.in](mailto:hr@ihubiitmandi.in)

**Website:** [www.ihubiitmandi.in](http://www.ihubiitmandi.in)

*Note: All applications should be routed through the application link provided for each position in the advertisement. Email us only in case of questions.*