



**ADVERTISEMENT
FOR
Full-Time Mobilizer/Marketing Person
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.ihubitmandi.in

Applications are invited for the following position:

Full-Time Mobilizer/Marketing person - 2

Essential Qualifications and Experience: Any Graduate with 1 year of experience in marketing/sales. Preferably in Skill Development.

Specialization: Marketing/Sales

Joining Time: At the earliest

Remuneration: Attractive Salary with incentives

Travelling Required: Yes

Location - Mandi, Shimla, Kangra

Skills Required-

1. Must be good at marketing and convincing audiences in villages of Himachal Pradesh.
2. Candidate is willing to visit all Himachal villages and educational institutions.
3. Candidate can collaborate with village Pradhan's to promote all courses in rural areas and cities.
4. Candidate must be familiar with the local community and connect with local social groups, NGOs, etc.

Our organization is an approved training partner under the PMKVY 4.0 scheme. We need a candidate who can promote our courses under PMKVY 4.0. The following courses are offered under PMKVY 4.0

1. Solar PV Installer (Suryamitra)
2. Solar PV Installer Electrical
3. Solar Lighting Assembler
4. Kisan Drone Operator.

We are offering these courses for Residential and Non-Residential students.

The detailed roles and responsibilities are described below:

1. Promoting Courses: The marketing person's primary responsibility is to promote the courses offered under PMKVY 4.0. This involves creating awareness about the program, highlighting its benefits, and showcasing the value of the courses in terms of skill development and employment prospects.

2. Target Audience Identification: The marketing person should identify the target audience for the courses based on the program's objectives and requirements. This may involve identifying specific demographic groups, industries, or regions.

3. Marketing Campaigns: Develop and execute marketing campaigns to reach the target audience effectively. This includes designing promotional materials, leveraging various marketing channels (online and offline), and creating compelling content to attract potential students.

4. Lead Generation: Actively generate leads for potential students interested in enrolling in the courses. This can be done through various channels such as advertisements, social media, email marketing, partnerships, and events. The marketing person should track and manage leads effectively to maximize enrollment.

Apply here - <https://forms.gle/wCdsYnkzCxtnuEQh8>

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

Website: 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.