Marketing Executive

Job Details

Reports to: Marketing Manger  
Accountable to: Country Head, India  
Location: Bangalore Office  
Hours: As many as required to fulfil the needs of the post but no less than 40 hours per

We are:

The Institution of Engineering and Technology - a volunteer-led organisation that is working to engineer a better world.
Our volunteers are highly skilled engineers from top engineering firms and academic institutions and they are united by a passion to solve pressing engineering challenges. The staff team supports the volunteers in their vision.
We are a 146 year old professional society, headquartered in the UK. In India, the IET is nearly 10 years old. We care about improving the quality of engineering education and skills in India, adoption of Internet of Things and its impact on the way we live and do business; and Futuristic Mobility solutions.

You should be

Excited by technology and its positive impacts on lives
A passionate marketer with a flair for written and verbal communications
A continuous learner with innovative approaches to creating and disseminating exciting content
An individual contributor who ‘runs’ with the brief and takes it to excellent execution
A persuasive communicator who creates winning presentations
A team player who believes in the possibilities of synergy with an entrepreneurial bend of mind
A meticulous planner who believes that both the God and Devil are in details
And last and most importantly –
A performer who takes accountability for the quality of everything that leaves her /his desk

If this sounds like you, then here is what we could provide:

A dynamic and exciting environment – where you will work with CEOs of leading technology companies
Work that does good – The work that you do with these volunteers can do a lot of good to the world in the area of education, mobility and transport as well as quality of life
An opportunity to learn new skills through every single project you undertake
A culture that rewards performance and attitude to do good work

Read on if all of this excites you:
**Job Summary**

The person in this position will be responsible for implementing Marketing and Public Relations strategy for the Institution of Engineering and Technology in India. The role involves liaising with multiple stakeholders and agencies (PR, Website development and maintenance, Design, Event, Market Research and Social Media) in India and UK to ensure that the IET is represented in traditional, web and social media.

In addition to leading the internal and external communications and PR, the Marketing department supports activities, plans and events of other departments and volunteers – hence PR skills, content and social media skills and event management skills are an absolute must for this role.

**Main Duties and Responsibilities** (Not necessarily in priority order)

Responsible for creating, implementing and measuring the success of: a comprehensive marketing, communications and public relations program that will enhance the IET India’s image and position within the marketplace and the general public, and facilitate internal and external communications; and, all IET India marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth.

Develop short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance.

**PR**
- Coordinate and work with PR agency to maximize media visibility and to take forward IET India’s overall PR goals and strategy
- Deepen relationships with all media to ensure the most effective messaging and positioning of the organization.

**Marketing**
- Plan and implement Email campaigns and demonstrate ROI on marketing campaigns and initiatives
- Responsible for editorial direction, design, production and distribution of all IET India publications.
- Collateral management – develop and maintain collateral in accordance with IET corporate guidelines

**Website**
- Manage content on the IET India website and keep it updated with the latest and relevant information
- Plan, implement and monitor the SEO strategy to drive traffic to India website
- Prepare new product marketing plans for product introductions in cooperation with senior management colleagues

**Lead Management**
- Conceptualise and develop campaigns that help generate leads for the IET’s various offerings and platforms
- Establish a system of reports and communications for all information from the marketing team to the sales team and for feedback and request from the sales team to the marketing team.

**Social Media**
- Manage the IET’s presence across social media outlets and ensure that we meet key performance indicators
- Evolve better metrics to capture meaningful conversations and measures as to how they link to desired organisational outcomes

**Events Support**
- Support the event management team with marketing inputs including event branding, event collaterals as well as event content support
- Support in marketing activities leading to delegate acquisition

**Others**
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and the specific business of the IET India and use this information to help the Organization operate with initiative and innovation.
- Lead Market research initiatives when commissioned
- Take further and close deliverables as per timelines to support other departments as and when needed

This job description is intended as a general guide to the scope of the post and may change in line with the needs of the services or at the request of the line manager.

**Person Specification**
- 3-4 years of experience in core marketing (especially in a communications role)
- Bachelors degree in Business preferably with an MBA in Marketing

11/9/2020