



# INCUBATION CENTRE



INDIAN INSTITUTE OF TECHNOLOGY, PATNA  
Bihta Campus, Patna - 801103

Ref: IITP/IC/Rect/2018/02 Dt. 23.07.2018

## INCUBATION CENTRE INVITES EXPRESSION OF INTEREST FROM CONSULTANTS IN THE AREA OF DIGITAL MARKETING (Temporary)

The IC IITP invites applications from Indian Nationals who are well-qualified, energetic and strongly motivated to provide consultancy on Digital Marketing for Incubation Centre. The detail of the position open is as follows:

The consultancy is required for a duration of 06 months and is purely temporary.

Position	No. of positions	Educational Qualification	Remuneration
Digital Marketing Consultant	01	Graduate in any Discipline with certification on Digital Marketing	INR 1500/- Per day.  Services will be required for a maximum of 10 days per month.  The consultant will be working from his/her office premises, is required to visit IC IITP upon request by Incubation Centre.

### Role Description

The Digital marketing consultant will help the Incubation Centre to promote itself through digital media.

#### Major role expectations are as given below:

- Create and maintain a website that is in line with the Incubators business and according to the requirements provided by Incubator from time to time
- Planning and executing Web, SEO/SEM, email, social media advertising campaigns with IC management
- Create and execute a digital marketing strategy to reach the target audience of Incubation Centre
- Maintain very good social media presence of Incubation Centre
- Measuring and reporting on the performance of all digital marketing campaigns and the outcomes

### Experience and Skill Set Requirement

#### Experience

- The candidate must have a minimum of 5 years of work experience as a Digital Marketer or Consultant
- Should be up- to -date with the latest trends and best practices in website creation and design, digital marketing, brand promotion and sales.

#### Skills required:

- Excellent knowledge in creating and maintaining websites with the latest technology
- Excellent knowledge of digital marketing and brand promotion related activities
- Excellent understanding on the options available to reach target audience relevant to the given brand

**This position is contractual for a period of 6 months with provision for extension based on need.**

All candidates are required to submit/ send their expression of interest along with their profile with details of qualification including references to previous work undertaken to **career\_ic@iitp.ac.in** on or before **24<sup>th</sup> August 2018**.

You can visit [www.iciitp.com](http://www.iciitp.com) or [www.iitp.ac.in](http://www.iitp.ac.in) -> incubation centre for more details.

Shortlisted Candidates will be called for an interview. The date of interview shall be intimated to the shortlisted candidates via email/ Incubation Centre website ([www.iciitp.com](http://www.iciitp.com))/ Institute website ([www.iitp.ac.in](http://www.iitp.ac.in) → Incubation Centre).



Secretary, IC IIT Patna Society