



राष्ट्रीय प्रौद्योगिकी संस्थान राउरकेला National Institute of Technology Rourkela



FOUNDATION FOR TECHNOLOGY & BUSINESS INCUBATION (FTBI) (A Section 8 Company Supported by DST, Govt. of India)

No: NITR/TIIR/FTBI/21/ADV/001

Date: 17-05-2021

Advertisement for “Marketing Executive cum PRO” Position at Foundation for Technology & Business Incubation (FTBI), NIT Rourkela

Company profile:

FTBI (<https://www.ftbi-nitrkl.org/>) is a Technology and Business Incubator supported by DST, Govt. of India at NIT Rourkela. We provide an ecosystem for startups to turn ideas into products that are commercially viable. We invest in enterprises, ideas and technologies that can create a positive impact on society and transform the world we live in.

1. Job title: Marketing Executive Cum PRO

No. of Positions: 01

Essential Qualifications:

- Graduate in Engineering & Technology or Post Graduate in any discipline.
- Preference gives to MBA(Marketing).

Marketing Executive Cum PRO responsibilities include:

- Developing PR strategies and campaigns.
- Preparing press releases, keynote speeches and promotional material.
- Building positive relationships with stakeholders, media and the public.

Job brief

We are looking for a Marketing Executive Cum PRO to organize and oversee PR activities and ensure effective communication with stakeholders, media and the public.

As a Marketing Executive Cum PRO, you should be an organized and cool-tempered professional who is able to handle a crisis. We expect you to have a creative mind and excellent communication skills. If you are also confident in your public speaking and project management abilities, we'd like to meet you. Your goal will be to cultivate a positive company image.

Responsibilities

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Prepare and distribute press releases
- Organize PR events (e.g. open days, press conferences) and serve as the company's spokesperson
- Seek opportunities for partnerships, sponsorships and advertising
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

Requirements

- Experience managing media relations (online, broadcast and print)
- Proficient in MS Office and social media.
- Familiarity with video and photo editing software's.
- Strong communication ability (oral and written).
- Excellent organizational skills.
- Ability to work well under pressure.
- Creativity and problem-solving aptitude.

Age: - Below 35 years as on the Interview Date

Consolidated Salary: Rs. 20000/- per month

Work Location: Rourkela, Odisha

Please email your resume to Dr. Debayan Sarkar (HOC-FTBI, NIT Rourkela) sarkard@nitrkl.ac.in cc to ftbinit@gmail.com

Contact Details:

Foundation for Technology and Business Incubation (FTBI)
TI-013, Ground Floor,
Center for Technology Innovation and Industry Relations (TIIR) Building
NIT Rourkela, Odisha - 769008, India
Phone: 06612462230|06612462231

Last date to apply: 17th June 2021.