

Startup Incubation & Innovation Centre, IIT Kanpur

Invites applications for “Assistant Manager (Media & Communications)”

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| Job Title | Assistant Manager (Media & Communications) | | |
| Job Code | AM-SIIC-MNC-GC | | |
| Job Type | Contractual | Location | Noida (Uttar Pradesh) |
| Job Description | <p>The Assistant Manager (Media & Communications) will lead the development and execution of SIIC’s visual and written communication. This role is responsible for ensuring high-quality, consistent, and impactful creatives and content across all platforms, while collaborating with program teams to translate requirements into effective communication outputs.</p> | | |
| Responsibilities | <ul style="list-style-type: none">• Own end-to-end development of creative assets including brochures, presentations, reports, social media creatives, and application materials• Liaise with program teams to understand communication needs and translate them into compelling visual and written content• Act as the point of contact (PoC) for program managers for all design and content requirements• Develop, implement, and maintain SIIC’s brand guidelines across all collaterals• Ensure consistency in tone, messaging, and visual identity across all communication channels• Review and finalize layouts, incorporating feedback and ensuring high-quality output• Guide teams on design formats, styles, and print production requirements• Design and deploy internal communication materials across the SIIC ecosystem• Contribute to the development and execution of the overall communication strategy• Manage multiple projects simultaneously, ensuring timely delivery and quality standards• Stay updated with design trends and content best practices to enhance communication effectiveness• Lead and support additional communication and branding initiatives as assigned | | |
| Travel | As and when required. | | |
| Eligibility | <ul style="list-style-type: none">• Bachelor’s degree in Design, Communications, Marketing, or related field with 2+ years of related experience/ Master’s degree in Design, Communications, Marketing, or related field. | | |

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| Desirable | <ul style="list-style-type: none">• Proficiency in MS-Office, Canva, LaTeX & Adobe Creative Suite.• Knowledge of Python/SQL desirable but not mandatory.• Good communication skills, aptitude and writing ability.• Attention to detail and structured thinking• Good understanding of branding, visual storytelling, and communication strategies• Comfortable working in flexible schedules, including extended and non-standard working hours. |
| Communication | <p>Apply now: https://forms.gle/pfYKsKjimmuLdyrp7</p> <p>Note: Applications without job code won't be accepted</p> |