



## **Institute of Rural Management Anand (IRMA)**

The Institute of Rural Management Anand (IRMA) is a premier, national-level Institute for Postgraduate, Doctoral, and Mid-career/in-service education, training, research, and consulting in rural management. Founded in 1979, IRMA's mission is to promote all-around sustainable rural development through professional management.

### **IRMA requires a Junior Officer (Communication)**

#### **Job Description:**

The incumbent shall manage and contribute to IRMA's brand image and enhance the visibility of the Institute. The prime responsibilities of this position include the following:

- A) Content development, design, and updating on IRMA's website and social media platforms
- B) Review institutional engagements with various stakeholders and work across institutional events, outreach, research, and training to identify potential stories, write press releases, and develop feature articles and posts
- C) Media interface and networking with media houses (digital, social, and print) to disseminate academic, research, and outreach activities of the institute
- D) Edit and prepare video content specific to each social media platform that IRMA operates on

#### **Qualification and Experience:**

The incumbent should hold a master's degree in Public Relations/ Mass Communications & Journalism/ English language/ Rural Management with at least 55% marks in qualifying exams. Work experience in Public Relations and Communications is desirable. The incumbent should have excellent organizational skills, communication skills in English and Hindi - written and verbal - and good interpersonal skills. Skill in MS Office, image editing, and video editing as well as, website management, Google AdWords, and social media marketing is a must.

#### **Age:**

The applicant's age should be preferably around 25 to 35 years.

#### **Remuneration and Tenure:**

The appointment will be made purely on a three-year contract. The remuneration will be commensurate with the candidate's qualifications, experience, and expertise.

The Director, IRMA, reserves the right to make relaxations in the prescribed qualifications/ experience if found suitable.

Mere fulfilling the minimum qualifications and experience prescribed will not make a candidate eligible to be called for an interview. Only short-listed candidates will be called for the interview. No correspondence/interim enquiries/telephonic enquiries in the matter will be entertained.

#### **Application deadline:**

Interested candidates may please apply online at <https://www.irma.ac.in/careers/careers.php> by December 11, 2022. Please ensure that the application contains a Statement of Interest and a detailed Curriculum Vitae.