# OFFICE OF INDUSTRIAL CONSULTANCY AND SPONSORED RESEARCH
## INDIAN INSTITUTE OF TECHNOLOGY MADRAS
### CHENNAI – 600 036

### Advertisement No.: ICSR/PR/Advt.157/2025 Dated: 12/09/2025

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Applications are invited for the temporary post of **Manager – Content & Communication** in **Gopalakrishnan-Deshpande Centre for Innovation and Entrepreneurship**, Department of **Mechanical Engineering, IIT Madras.**

**Co-ordinator:** Prof. Krishnan Balasubramanian, Department of Mechanical Engineering**.**

**Duration:** Initially for one year, later extendable based on the performance.

**Number of Vacancies:** 01

| S. No | Post | Qualification and Experience | Pay |
|---|---|---|---|
| 1 | **Manager – Content & Communication** | • Graduate in any discipline from a reputed university with additional Professional Qualifications in areas such as Journalism, Business Management, Mass Communication, or Digital Advertising.<br>• 7 - 10 years of experience in managing content with responsibilities covering creating, editing, disseminating, and managing digital content. Experience in managing communications with a wide range of stakeholders such as customers, investors, corporates, media, and government. | **Compensation will be based on qualifications and capabilities** |

## About the Position

**Manager – Content & Communication** shall be responsible for communication to and from GDC to all its stakeholders and managing all the content and data at GDC. The content management activities will include creating digital content for communication and marketing purposes, assisting Instructors in content creation for various programs/proposals, disseminating content to stakeholders, and managing documents and digital records of GDC. Communication activities will include assuming responsibility for content creation and communication, channel management of GDC including website(s), seminars/conferences, advertisements, media releases, marketing literature, training materials, newsletters and content for social media (Twitter, LinkedIn, Facebook, YouTube, etc.). The candidate needs to be comfortable in using mass mailing tools and adept at secondary research in sourcing information for various programs/projects of GDC.

The Manager - C&C will be a key member of GDC's team and will work closely with the senior management of GDC. The role provides an excellent platform to a talented professional to make a significant contribution to

developing India's ecosystem for Innovation and Entrepreneurship at a national level.

The broad roles and responsibilities of the position are explained below.

**Key Responsibilities**

- Organizing and administering GDC programs (in-person and online) as per plan and procedure.
- Compering online meetings/webinars as the host on electronic platforms such as Zoom, Teams.
- Communicating with instructors, mentors, and team members to run programs on schedule.
- Organising data, documents, correspondences, contracts, MIS, and archiving of course material and metadata during and after programs.
- Organising and managing programs/events of GDC.
- Managing the Accounts and Office Administration of GDC.

**Expertise and attributes:**

a) A strong command over written and spoken English with the ability to originate, edit, and finalise documents independently.

b) A flair for creative writing in a lucid and an engaging style is essential.

c) First-hand knowledge and familiarity with digital content creation including design/conception of content, creative and production processes, audio/video creation tools, digital records management, website management, etc.

d) A strong understanding of UX, communication methods, and native familiarity with digital media.

e) A strong grasp of data management, analytics, and AI tools for content creation and management.

f) Ability to imbibe the objectives and working style of GDC at a conceptual level and evolve a set of processes for managing information and communications for the organisation.

g) Should have the aptitude and capability to independently interact with various departments/centres and students of IIT Madras, other STEM colleges, and leverage the stakeholders in achieving the objectives.

h) Should possess a high level of self-motivation, energy levels, and drive to work in a demanding environment along with a team of high calibre professionals.

**About GDC, IIT Madras**

The Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship (GDC), a centre of excellence in IIT Madaras was set up in in January 2017 by philanthropic contributions from illustrious alumni. Structured as a not-for-profit Centre, GDC's charter is to work with STEM colleges across India to help faculty, researchers, and students commercialise their research-based ideas that have potential to impact society and improve people's lives. In eight years, GDC has had a transformational impact on the innovation and startup ecosystem across India, having worked with over 1600 faculty, researchers, and entrepreneurs from 500 startups and over 150 colleges/incubators.

For more details, please visit our website: https://gdciitm.org/

The operations of GDC generate a lot of digital content in the form of training materials, presentations, videos,

articles, case studies, customer insights, etc. in various formats. There is a need to capture, store, reuse and disseminate such content in various forms, including for training programs, and for communication and outreach with stakeholders. GDC is now planning to scale up its operations in terms of new service offerings, as well as significantly enhance its visibility and branding. GDC counts several entities as its stakeholders, including faculty members and research scholars at STEM universities, mentors, government agencies and policy makers, philanthropic organisations and development agencies, scientists in the corporate sector and in government-funded institutions, Incubators and accelerators, business leaders in the corporate sector, financial investors in startups, GDC alumni, and the traditional/social media networks. Therefore, content management and communication become a key pillar for GDC to strengthen, and we are looking for a capable professional for this area.

**Other Details regarding the position**

- **Role**          : Full-time position
- **Location**      :  Chennai (on IIT Madras campus)
- **Travel**        :  No travel envisaged.
- **Tech savviness** : A high level of computer literacy and digital sophistication is expected. Must be capable of working independently with various commercial software programs, digital tools, AI tools including LLMs, and social/print media without secretarial assistance.
- **Reporting**     :  Reports to the Chief Marketing Officer, GDC.

**Shortlisted candidates shall be informed by 30th September 2025.**

## The last date for submission of online application is 25.09.2025.

**General Instructions to the candidates**

1) All the positions are on purely contract basis.
2) The completion of the period of contract will not confer any right for further extension, regularization, permanency at the Institute.
3) Candidates should apply online only in the website https://icsrstaff.iitm.ac.in/careers/current_openings.php - (**Please check the advertisement number Advt.157/2025 displayed and submit the application for the relevant position**).
4) Separate application has to be filled for each post.
5) The system will accept single application only with the registered login ID (email) for an advertisement, hence the candidate is requested to select the multiple positions (In case, the candidate wishes to apply for more than one position) before the submission of application.
6) The application cannot be edited, reverted once it is submitted.
7) Candidates should not attempt to apply twice for the same post. If multiple applications are received from a candidate for the same post, the candidature will be liable to be rejected.

8) Candidates should follow the prescribed procedure for submission of online application.

9) Candidates are advised to fill their correct and active e-mail addresses in the online application as all correspondence will be made by the Institute through e-mail only.

10) The candidates applying for any post should ensure that they fulfil all the eligibility conditions for the post. Their admission to any stage of the selection process will be purely provisional subject to confirmation that they satisfy the prescribed eligibility conditions. Mere issue of registration certificate / call letter to the candidate will not imply that the candidature has been found eligible.

11) After successful online submission of application, a printout of the application form must be obtained and submitted when called for test. It will be required at the time of document verification/test/interview. Hard copy of the application is NOT to be sent to the Institute.

12) Candidates must be citizens of India. Persons who have migrated from Pakistan with the intention of permanently settling in India or subjects of Nepal are also eligible, but in their case a certificate of eligibility from the Government of India will be necessary for appointment. Such candidates should apply to the Government of India in the Ministry of Home Affairs for necessary certificate and furnish satisfactory proof of having so applied.

13) The prescribed qualifications are minimum and unless specified, they are required for consideration for the post, even if higher qualification has been acquired and the mere fact that a candidate possesses the same will not entitle them for being called for interview.

14) Relevant experience gained after the minimum qualifying degree will only be taken into consideration. Minimum requirements of qualifications and/or experience can be relaxed in respect of exceptionally outstanding candidates.

15) The experience required is relaxable at the discretion of the Institute in the case of candidates belonging to the Scheduled Caste / Scheduled Tribe, if at any stage of selection, the competent authority is of the opinion that sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancy reserved for them.

16) The Institute reserves the right to restrict the number of candidates for written / skill test / interview to a reasonable limit on the basis of qualifications, level and relevance of experience higher than the minimum prescribed in the advertisement and other academic achievements. The Institute also reserves the right of rejecting any or all the applications without assigning any reasons, therefore.

17) Calling a candidate for test/interview merely indicates that it is felt that the candidate with others may be suitable for the post and conveys no assurance whatsoever that they will be recommended or selected or their conditions specified in the application will be accepted.

18) Candidates will be short-listed for Test/Interview on the basis of the information provided by them in their online applications. They must ensure that such information is true. If at any subsequent stage or at the time of Test/Interview any information given by them or any claim made by them in their online applications is found to be false, their candidature will be liable to be rejected.

19) The Institute shall verify the antecedents or documents submitted by a candidate at any time at the time of appointment or during the tenure of the service. In case, it is detected that the documents submitted by the

candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then their services shall be liable to be terminated.

20) In case of any inadvertent mistake in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.

21) Applicants who are working in **any one of the Project at IIT Madras**, must apply through proper channel otherwise they will be required to produce No-Objection Certificate at the time of document verification/Test/Interview. Candidates without NOC will not be permitted to appear for Test/Interview.

22) Candidates may send testimonials from persons intimately acquainted with their work and character. If the applicant is in employment, the candidate should submit testimonials from the most recent employer or immediate superior as a referee.

23) The Institute has a right to decide the mode of screening and testing the applicant for short listing and selection.

24) The Institute solely reserves the right not to fill any advertised position without assigning any reason

25) Only shortlisted applicants will be contacted.

26) No correspondence whatsoever will be entertained from candidates regarding conduct and result of test/interview and reasons for not being called for interview. Canvassing in any form will be a disqualification.

27) The crucial date for determining the eligibility criteria for all candidates in every respect shall be the prescribed closing date for submission of online application.

28) The Institute strives to have a workforce which reflects gender balance and women candidates are encouraged to apply.

29) Any corrigendum/clarifications on this advertisement, if necessary, shall be uploaded on website and no separate communication will be sent for this purpose.

30) If there is any issue to submit the application please send E-mail to : icsrrecruitment@icsrpis.iitm.ac.in / icsrrecruitment6@icsrpis.iitm.ac.in **Contact: 044- 2257 9796** on all working days from **9.00 AM to 05.30 PM (Monday to Friday – except National Holidays)**. (Please note, only technical issues will be accepted – No interim correspondence with reference to the selection process will be considered).

31) **Instructions to apply online:-**Eligible applicants would require to register and apply online through https://icsrstaff.iitm.ac.in/careers/current_openings.php and submit the application.

**Sd/-**

Head –HR
Office of IC&SR
IIT Madras