



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

**Advertisement No.: ICSR/PR/Advt.170/2025 Dated: 10/10/2025**

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	<p><b>Qualification:</b> Graduate in any discipline from a reputed university with professional qualifications in Journalism, Mass Communication, Business Management, or Digital Marketing/Advertising.</p> <p><b>Experience:</b> 7–10 years in <b>content management, corporate communications, or digital marketing</b>, with exposure to managing multi-stakeholder communication.</p> <p><b>Skills &amp; Attributes:</b></p> <ul style="list-style-type: none"><li>• Excellent written and verbal communication skills.</li><li>• Creative writing flair and strong editorial ability.</li><li>• Proficiency in digital tools, content creation, and analytics.</li><li>• Familiarity with website management and social media strategies.</li><li>• High digital literacy and comfort with AI-based tools and mass mailing systems.</li><li>• Strong organizational, interpersonal, and project management skills.</li></ul>	Compensation will be based on qualifications and capabilities

### About the Position

The Manager – Content & Communication will lead the creation, management, and dissemination of digital and communication content for GDC. The role involves managing all internal and external communications, digital assets, media channels, and marketing material, and ensuring consistent branding and outreach to stakeholders.

**Key Responsibilities:**

- Develop and manage content across digital, print, and social media platforms.
- Create, edit, and curate communication materials such as newsletters, program brochures, reports, presentations, and press releases.
- Manage GDC's website and social media channels (LinkedIn, Twitter, Facebook, YouTube, etc.).
- Support faculty and program teams in preparing content for proposals, events, and outreach.
- Organize and coordinate GDC programs, events, and online sessions (Zoom, MS Teams, etc.).
- Maintain documentation, MIS, and digital records for ongoing and completed programs.
- Liaise with stakeholders including faculty, mentors, media, and government agencies.
- Use analytics and AI tools to enhance content creation and engagement strategies.

**About GDC, IIT Madras**

GDC works with STEM universities across India to implement a 'Lab to Market' mission by helping faculty, researchers, and students commercialise their research through startups. GDC's flagship program, I-NCUBATE, has found wide acceptability across several universities and incubators. GDC is scaling I-NCUBATE and other programs in collaboration with other universities, industry, and government to more than 500 colleges. The work environment is very professional and congenial. For more details, please visit our website: <http://gdciitm.org/>

**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 to** : Chief Marketing Officer, GDC.

**The last date for submission of online application is 16.10.2025.**

**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](https://icsrstaff.iitm.ac.in/careers/current_openings.php) - **(Please check the advertisement number Advt.170/2025 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](mailto:icsrrecruitment@icsrpis.iitm.ac.in) / [icsrrecruitment6@icsrpis.iitm.ac.in](mailto: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](https://icsrstaff.iitm.ac.in/careers/current_openings.php) and submit the application.

**Sd/-**

Head –HR  
Office of IC&SR  
IIT Madras