



DIVYASAMPARK iHUB ROORKEE FOR DEVICES MATERIALS AND TECHNOLOGY FOUNDATION

Ref. No.:2026-27/TIH-IITR/172

Date- 20.07.2026

Advertisement for the post of Associate /Assistant Manager (Marketing)

Applications are invited from Indian Nationals only for the position as per the details given below:

- Position: **Associate/Assistant Manager (Marketing)**
- No. of Vacancy: **01**
- Location: **Roorkee, Uttarakhand**
- Company: **Divyasampark iHub Roorkee for Devices Materials and Technology Foundation (A Section 8 - Not for Profit Company)**

QUALIFICATIONS:

- MBA/PGDM in Marketing, Business Administration, or related discipline.
- Minimum 3 years of experience in Marketing, Sales, Business Development, Client Relationship Management, or related domains.
- Experience in B2B and B2C business environments will be preferred.

** Note: The designation, role, and level of appointment will be finalized based on the candidate's qualifications, relevant experience, skill set, and performance during the interview and selection process*

JOB DESCRIPTION:

- Co-ordinate with marketing team members for marketing campaigns by leading brainstorming sessions for internal and external projects.
- Prepare presentations and marketing collateral.
- Drive marketing and outreach initiatives to enhance brand visibility and engagement.
- Plan and implement marketing campaigns for brand building and lead generation, aligning with overall company goals and targets.
- Help gather and analyze data to reach insights about brands, competitors, and trends.
- Contribute to lead-generation and customer-acquisition activities, such as media promotion, networking, events etc.
- Organize and support events, workshops, conferences, and promotional activities.
- Coordinate public relations and outreach initiatives, including media releases, awards, etc.
- Prepare reports of campaigns, gain insights, and assess against goals.
- Co-ordinate with spokes spikes for marketing/branding activities.

RELEVANT SKILLSET:



Main Office: Indian Institute of Technology Roorkee, Uttarakhand- 247667

Branch Office: IIT Roorkee GNEC, Plot No. 20, Park II, Greater Noida-201306



Office: 01332-285050

IVR No.: 9555336655



tih@iitr.ac.in

<https://tih.iitr.ac.in/>



- Capable of creating creatives in Canva and any other applications.
- Engaged in freelancing or part-time work will not be considered.
- Strong communication and interpersonal skills.
- Tele Calling & Public Speaking
- Creative mindset with a keen eye for detail.
- Ability to work in a fast-paced and collaborative environment.
- Proficient in Microsoft Office and familiarity with marketing tools/platforms.
- Proficient in PowerPoint Applications with the best presentation skills.
- Familiar with AI tools for creatives and animations.

PERSONAL CHARACTERISTICS & BEHAVIOURS:

- Excellent interpersonal skills to communicate effectively across the organization.
- Must be a team-player.
- Attention to Detail
- Innovative Thinker
- Confidentiality
- Creative mindset and the ability to think outside the box.
- Time Management
- Deadline-Oriented
- Strong analytical and problem-solving skills.

Salary as per non-government organization market norms.

- Candidates, before appearing for the interview, shall ensure that they are eligible for the position they intend to apply.

- Candidates should apply by filling up the below Google form:

<https://forms.gle/i7kxsWEUYrtuJVv79>

- **Last Date to Apply: 02nd August 2026**

***Please note that applications received after the last date will not be considered.**

- After shortlisting, candidates will be called for the Interview that can be online, offline or both.
- Candidates, appearing for Interview, should bring the following documents:
 - Cover letter with detailed CV including chronological discipline of degrees/certificates obtained.
 - Experience including research, industrial field and others.
 - Proof of last salary drawn.
 - Please note that no TA/DA is admissible for attending the interview.


Authorized Signature

