



# भारतीय विदेश व्यापार संस्थान

INDIAN INSTITUTE OF FOREIGN TRADE

(Deemed to be University)

Autonomous body under, Department of Commerce, Ministry of Commerce & Industry, Govt. of India)

**Advt No. – Advt./ NT/ Con. / GC/ 07 / 2026**

**Engagement of Media Manager purely on contractual basis at IIFT, GIFT City Campus**

Indian Institute of Foreign Trade (IIFT) is a premier B-School set up by Government of India engaged in education, training and research in the area of International Business. Indian Institute of Foreign Trade (IIFT) is a premier B-School set up by Government of India, engaged in education, training and research in the area of International Business. The Institute intends to engage an experienced person as Media Manager, purely on contract basis for an initial period of one year, for its Campus at GIFT City (Gandhinagar), Gujarat.

**Position : Media Manager on contract**

**Number of Positions:** One (1)

**Consolidated Emolument:** - Consolidated amount of Rs. 1,00,000/- to Rs.1,30,000/- depending upon the academic achievement and work experience.

**Age:** Should not be more than 40 years as on the last date of receipt of online application.

**Duration:** The contractual engagement shall be for a period of one year, which may be extendable upto a period of maximum 3 years, based on performance and organizational priorities.

**Link for online application - [https://docs.iift.ac.in/recruit/solo.asp?jcode=Mm\\_G\\_May26](https://docs.iift.ac.in/recruit/solo.asp?jcode=Mm_G_May26)**

**Last date to apply online – 25.05.2026**

**Job Profile:**

Media Manager is expected to convey an image that is favorable and in all aspects beneficial to the Institute's target audience. The incumbent will be responsible for planning, development and implementation of Institute's social media and communication strategies. The incumbent will be also be responsible to instil a communication led ethos throughout the organization.

The Media Manager will be required to perform following major activities amongst others:-

- Strategize on expanding the reach of the various programmes of the Institute.
- Develop and implement integrated communication and marketing strategies for Institute's programmes.
- Plan and execute media campaigns for events, programs, and other initiatives. Help to build better perception and image of the Institute through concerted efforts with all stakeholders and the media.
- Improve coverage of activities of the Institute on Print/Digital and Social Media in coordination with Academic Divisions, faculty members, students and administrative staff.
- Help the Institute to maintain good relations with its stakeholders and administrative interfaces viz. local administration, regulatory bodies, etc.
- Create engaging, high-quality content for social media platforms including Facebook, Twitter, LinkedIn, Instagram, YouTube, and emerging channels.
- Monitor, track, and report on social media performance using analytics tools; adjust strategies based on insights and data.
- Managing content on the website of the Institute.

**Eligibility Qualification and Work Experience:**

- Masters or PG Diploma in Mass Communications/ Journalism or Advertising or Public Relations or Marketing from a recognized University with minimum 50% marks or equivalent grade point average;
- Minimum 5 years' experience in the following areas –
- Event and Outreach Management
- Social Media Management (Twitter, Facebook, LinkedIn, Instagram YouTube)
- Advertising & Publicity
- Preparation of Editorial Materials (Reports/ Articles/ Speeches)
- Design, Conceptualization & Story Boards)
- Candidate should be well versed with English and Hindi Language (written & spoken both)
- Working knowledge of Digital Marketing, Video Editing, Content/ creative writing

**Desirable:**

- Creative mindset with a keen eye for visual content and storytelling.
- Experience with graphic design software (e.g., Adobe Creative Suite) is a plus.
- Familiarity with the business education sector is a plus.

**General Rules and Regulations:**

- Selected candidates will have to join duty immediately upon receipt of the offer.
- Fulfilment of conditions of educational qualification and experience shall not necessarily entitle any applicant to be called for further process of recruitment. In case of a large number of applicants, IIFT reserves the right to short-list the applications in any manner as may be considered appropriate and no reason for rejection shall be communicated.
- IIFT reserves the right to increase or decrease the no. of positions advertised and to fill or not to fill the post advertised. No correspondence whatsoever will be entertained from the candidates regarding postal delays, the conduct and result of the Interaction/ skill test and the reason for not being called for an interaction/ skill test.
- The decision of the committee w.r.t. shortlisting and selection will be final and binding. No query whatsoever will be dealt w.r.t. the same.
- Interested candidates having the above qualifications and experience should only apply Online.

Only the shortlisted candidates shall be informed through e-mail to appear for the interview at IIFT Campus at B-21, Qutab Institutional Area, New Delhi-110016 or GIFT City Campus at Gandhinagar (Gujarat) or online, based on the availability of the candidates.

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**(Gaurav Gulati)**  
Registrar, IIFT