

**NATIONAL INDUSTRIAL CORRIDOR DEVELOPMENT CORPORATION (NICDC)  
LIMITED**

**Job description for the post of “Executive (Marketing)”**

**COMPANY PROFILE**

National Industrial Corridor project vision is to create strong economic base with globally competitive environment and state of the art infrastructure to activate local commerce, enhance foreign investments and attain sustainable developments.

The project is conceived to be developed as a Global Manufacturing, Investment Destination Hubs and Smart Cities with the best in-class infrastructure. The concept of formation of Industrial Corridors has been envisaged on the backbone of major transportation corridors like Eastern & Western Dedicated Freight Corridors and some of the recently announced freight corridors i.e. East West, East Coast and North South, Expressways and National Highways, proximity to ports, airports, etc. The objective is to create greenfield smart industrial cities with sustainable, ‘plug n play’, ICT enabled utilities to facilitate the manufacturing investments into the country by providing quality, reliable, sustainable and resilient infrastructure for the industries.

**KEY RESPONSIBILITIES**

- Organize and oversee advertising/communication campaigns, exhibitions and promotional events,
- Collaborate with managers in preparing budgets and monitoring expenses,
- Coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers,
- Building relationships with clients, partners and consultants, and attending market engagements meetings,
- Help to plan and deliver exhibitions, events, corporate hospitality and conferences,
- Creation of promotional merchandise, show flyers, pre-and post-event marketing,
- Venue finding and delegate management,
- On-site management post-event analysis,
- Manage social media functions, content posting and monitor and measure the effectiveness across all platforms. These include but are not limited to, Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.
- Monitor social media trends and use information positively,
- Supporting the Senior Management to oversee delivery of specific executions within campaigns/events aligned to company’s’ goals,
- Deliver regular performance reports to drive analysis and insights of social media performance,
- Should have an understanding of how different social networks operate and be familiar with social media analytics tools for online content,
- To carry out such other duties as assigned by the Management from time to time.

## **MINIMUM REQUIREMENTS**

1. **Nationality:** Candidate from Indian nationality only.
2. **Preferable Age:** Candidate shall not be more than 30 years as on date of advertisement.
3. **Academic Qualification:** Should be Graduate in any discipline or equivalent and MBA/ Diploma in Marketing from a recognized university with good academic record.
4. **Experience:** Minimum 02 years of post-qualification experience.

## **KNOWLEDGE & SKILLS**

- Knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform via written, oral, and visual media.
- Creative, analytical, problem-solving and innovative skills.
- Time management skills and ability to meet deadlines.
- Proactive, task driven and positive attitude.
- Ability to work independently as well as part of a team.
- Knowledge of social media marketing on Facebook, Twitter, Pinterest, and YouTube.
- Proficient in Microsoft Office Products.

## **DESIGNATION, REPORTING & JOB LOCATION**

The designation shall be “**Executive (Marketing)**” and reporting will be directly to the Department Head and to other senior officials of NICDC Ltd. The job location will be in Delhi but may require frequent travel to various States.

**SALARY:** CTC Rs.5 Lakhs per annum

## **HOW TO APPLY**

Duly filled application form along with the resumes may be uploaded on NICDC website i.e. [www.nicdc.in](http://www.nicdc.in) (Careers> Current Opening>Apply Online) till **19<sup>th</sup> September, 2020** by **17:00 HRS.** Applications received through any other mode shall be summarily rejected.

**SELECTION PROCESS:** A Selection Committee will be constituted to short list, interview and recommend the candidate.

**DISCLAIMER:** This is not a Government job as NICDC is not a Government Company.