

Advertisement for the Post of Manager (Marketing) for Indian Highways Management Company Limited (IHMCL)

Resume/CV to be sent through Email to careers@ihmcl.com latest by 20.09.2020 till 18:00 hours.

Contact Person:

Company Secretary

**Indian Highways Management Company Limited,
2nd Floor, MTNL Building, Sector-19, Dwarka,
New Delhi - 110075**

Role: Manager (Marketing & Communication)

Brief Overview:

Indian Highways Management Company Limited (IHMCL) is a company incorporated under the Companies Act, 1956 with equity participation from NHAI, Concessionaire and Financial institutions for implementation of Electronic Toll Collection (ETC) system and other Intelligent Transportation Systems (ITS)/ Transportation related activities on National Highways on Pan India basis.

Job Profile

IHMCL is currently planning to recruit a dynamic individual for the post of Manager Marketing. The selected candidate will be on a probation period for six months from date of joining and confirmation will be done by IHMCL based on his/her performance in writing. The individual will be responsible for overall marketing, campaign management, media and advertisement planning, event management, conferences, road shows, multi-media creativity & content development.

Qualification and Experience

- **MBA/PGDM or equivalent with specialization in marketing from a reputed and recognized institute.**
- **5 years of professional experience in retail marketing, campaign management, media and advertisement planning, event management, conferences, events and road shows, multi-media creative & content development.**
- **Prior experience in working on marketing and media campaign for digital payments related products will be preferred.**
- **Prior experience in handling third party media & communication agencies will be preferred.**
- **Proficiency in MS Office, Word press and other CMS.**
- **Proven communication skills, problem-solving skills and knowledge of integration best practices.**
- **Experience in Managing PR strategy and Communication at national level.**
- **Assist Management in reporting analyzing and evaluation of PR campaigns.**

Proposed CTC: INR 8 - 12 LPA based on Experience.