

Job Description: Lead, Engagement & Communication, ISDM

About ISDM

ISDM got seeded as an idea in early 2016 when some of its founders came together with a common vision to launch a first-of-its-kind educational institution that would develop and groom the next generation of professional leaders and managers for the development sector. ISDM envisions to build Development Management as a stand-alone domain and an aspirational choice for professionals in the development sector, similar to what Harvard Business School did for the corporate sector by introducing MBA in 1908.

By 2025, ISDM aims to become the go-to management program for top professionals wanting to transform the development sector. In order to achieve this aim, ISDM has identified three broad focus areas

1. Continuously building the one-year long Post Graduate Program (PGP) in Development Management;
2. Creating a strong research function that will lay the foundation for Development Management and Leadership as a unique domain and discipline;
3. Launching Continuing Education program aimed at influencing and up-skilling middle to senior leaders within the sector through special workshops and short-term courses.

Since launching its flagship (and India's first) PGP in Development Management (equivalent of an MBA) in 2017, the Institution has already placed 120 development leaders and managers on an accelerated path to build, manage and lead organizations to scale. Last year, as part of its Continuing Education initiatives, ISDM successfully executed 46 short-term Open Programs across 3 cities inducting 142 diverse development professionals across 49 special purpose organizations as ISDM alumni who are now redefining what "impact at scale" means in the development sector.

Job Description

To help drive brand engagement, outreach and communications for its next phase of growth, ISDM is looking for a senior executive as Lead, Engagement & Communication. This is an exceptional opportunity for an entrepreneurial and motivated leader with a passion to create large-scale impact by helping to build a world class educational institution that is reshaping the development sector. ISDM is entering a new phase of growth with a revamped program and renewed focus on establishing itself firmly as a preeminent institution in its domain. This requires senior, strategic and energetic brand leadership.

The candidate will be responsible for the overall execution of ISDM's brand and outreach goals and objectives including strategic objectives like messaging and positioning, stakeholder engagement across the board, brand reach in the sector and long-term brand development. The candidate will also be

responsible for immediate outreach and marketing targets for ISDM's variety of educational offerings through its flagship PGP and Continuing Education initiatives.

The role will require a dynamic and self-driven leader capable of thinking strategically about brand development, PR & communications along with an awareness of the tools and frameworks of leading-edge marketing, including digital channels. The candidate must also be comfortable working with senior leaders across domains and functions and handling the complexity and ambiguity that comes with building a still young institution.

The Lead, Engagement & Communication will directly manage the brand, outreach and lead generation teams for the organization, combining them into a holistic, focus operating function. He/she will report to the CEO of ISDM.

Key Responsibility Areas

Prepare and execute a strategic brand engagement & communication plan for the organization

- Work with senior management on a new, consistent brand image and messaging for the organization keeping in mind institutional goals and objectives
- Build a comprehensive, executable engagement and communication plan with identified channels, budgets and expected impact
- Drive brand engagement across PR, communication and marketing channels using focused strategies
- Develop brand properties for ISDM building on existing successes and identify new channels for extension
- Manage the ISDM brand in the ecosystem and via important sectoral & PR channels
- Work with ISDM's stakeholders and partners to drive new brand initiatives with a long-term focus

Deliver a high-quality student batch for the PGP & other educational offerings

- Develop an effective marketing outreach plan for ISDM's flagship PGP across online and offline channels
- Work across traditional outreach channels as well as digital, social-media and content marketing channels to build a wide reach and make ISDM an aspirational institution
- Drive lead generation with a strong focus on high-quality students
- Use effective conversion optimization tools and techniques for greater reach and applicant pool to the programs
- Manage an effective MIS system to change strategies and ensure high ROI across channels

Build and manage a high-performing E&C team at ISDM

- Hire and develop a strong, dynamic engagement and communication team for the organization keeping in mind both strategic and near-term imperatives

- Train and manage the team to work as a nimble, high-performing team in a fast-paced, ambiguous setting using latest tools and technologies
- Establish strong intra-team governance and decision-making processes in keeping with ISDM's overall culture and outlook

Educational Qualifications and Experience Required:

- The candidate should possess a minimum qualification of a Master's degree in Management, Business Administration or related fields or a very strong Bachelor's degree.
- The candidate should have at least 12 years of total work experience and spent 7+ years' in significant brand, outreach and marketing roles.
- The candidate must have experience of managing dynamic teams and cross-functional reporting structures.
- The candidate must have experience in online lead generation.
- The candidate should have managed a marketing budget of >50 lacs/annum.

Ideal Characteristics and Skillsets Required:

- Institution builder with the ability to work with a diverse group of stakeholders to build and develop ISDM's brand and outreach across channels
- Strong communication, collaboration, and people skills to be able to manage a dynamic engagement and communication team
- Keen interest and awareness of latest technologies, trends and tools in strategic communications, PR and marketing, across channels
- A deep understanding of prevalent outreach and marketing channels in India with a full appreciation of costs, ROI and best practices
- Strong commitment to the professional development of staff; successful track record of recruiting and retaining a diverse team.
- An strategic bent of mind to think through long-term brand implications for ISDM and work with senior leadership to help deliver on institutional level brand and outreach goals.

Location: ISDM Campus, Sector 62, NOIDA

Compensation: Compensation will be benchmarked to similar philanthropic/ institution building initiatives