

**PROJECT- Senior Management Positions/Management Positions
(ProjectCode-C-01) Position→ One Position for each Work Area Code**

WORK AREA CODE	Work Area	SKILL SET	Experience
C-0103	Post of Sr.Manager/ Manager (Corporate Communications)	<p>The incumbent is responsible for coordinating the communications output within C-DOT. Creates and delivers emails, direct mail, brochures, newsletters, interfacing with external agencies and other publications. Good communication, presentation, writing, organizing, creative skills, as required to draft several documents, follow-up mails etc. Good grasping and convincing power. Good knowledge and understanding of C-DOT products and telecom technologies in general. Self-motivated and outgoing. Ability to organize marketing events, product demonstrations and promotional shows. Basic Knowledge of MS tools like Excel, Power point etc</p> <p>Profile of Sr. Manager/Manager (Corporate Communications)</p> <ul style="list-style-type: none"> • Create C-DOT literature and other forms of communication. • Create marketing and promotional materials, both print and electronic. • Copyedit, proofread, and revise communications. • Design and launch email marketing campaigns. • Recommend, implement and maintain site design and operation. • Work with business units to determine event budget and manage expenses to that budget. • Promote products and services through public relations initiatives, social media, Press release etc. • Develop marketing communications campaigns. • Create thought leadership materials. • Create and deliver press releases, media relations content, case studies, white papers, executive bios, 	Minimum 10 years

		<p>corporate newsletter content, social media content, and speaking proposals.</p> <ul style="list-style-type: none"> • Identify, develop and execute communications strategy for key media contacts and customer references. • Research media coverage and industry trends. • Develop fresh story ideas. • Conduct extensive media outreach manage social media campaign • Prepare briefing materials, Manage Pre-Sales activity with Marketing Team. • Coordinate scheduling and logistics. • Coordinate conference, trade shows, and press interviews. • Manage information. • Prepare agendas and conduct research. • To interact with product TLs/GLs and also with customers in regular meeting/follow-ups/negotiations. <p>QUALIFICATIONS AND EXPERIENCE</p> <ul style="list-style-type: none"> • The applicant should be a Graduate in any discipline and MBA in any discipline from a reputed institution. Experience of minimum 10 years in a reputed Advertising Agency, Sales function, Print, Radio, Electronic Media, Social Media. <p>AGE Not exceeding 45 Years as on 01.01.2022 (for internal candidates not exceeding 48 years)</p>	
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