



Executive Hiring - iGEIC/Executive/01/2025
Marketing

Date: 21st March 2025

NOTIFICATION

India Graphene Engineering and Innovation Centre is looking to hire **Marketing Executive**. Interested candidates may please contact hr@igeic.org

JOB DESCRIPTION			
Job Title	Executive/ Specialist-Marketing	Requirement Type	1 Year Fixed Term Contract (Potential of permanent absorption based on performance)
Job Location	Pan India (Bangalore preferred)	Requirement Level	TBD
Hiring Manager	Head – Sales & Marketing	Primary Skills	Implementation of 4Ps of marketing
Business	Sales and Marketing	Skill Category	Junior Level Marketing

ABOUT INDIA GRAPHENE ENGINEERING AND INNOVATION CENTER (iGEIC)

India Graphene Engineering & Innovation Centre (iGEIC) is a section 8, not-for-profit graphene translational research and manufacturing company, headquartered in Bangalore, Karnataka, with research facility in Trivandrum, Kerala India.

The mission of the company is to nurture emerging graphene technology, revolutionize graphene research, and create a commercialization eco-system for adoption of graphene technologies at scale.

Founded in 2023, India Graphene Engineering & Innovation Centre aims to develop graphene applications around programs of National significance launched by honourable Prime Minister of India. Applications including conveyance system for water & green energy, barrier coatings, edge devices, supporting government programs like, Jal Jeevan Mission, Ayushman Bharat Digital Mission, Self-Reliance in Aerospace & Defence, and Net Zero & Energy Transmission program.

In collaboration with industry, academia, SMEs, start-ups, India Graphene Engineering & Innovation Centre will launch targeted translational graphene programs for commercialization.

India Graphene Engineering & Innovation Centre (iGEIC), is the delivery partner for Program Graphene Aurora, with Digital University Kerala. Program Graphene Aurora is an approved program under Ministry of Electronics & Information Technology, Government of India (MeitY). The translational research facility is located at Digital University, Kerala.

JOB POSITION

The Position will focus in building successful marketing campaigns (both digital and traditional) and build the Brand iGEIC and usage of Graphene in multiple applications and oversee the company's online presence, ensuring brand consistency across platforms

Core competencies & Responsibilities

- **Marketing Strategy Development**
 - Design and implement comprehensive marketing strategies that effectively combine traditional and digital marketing methods to promote graphene and graphene-related products.
 - Identify key target markets and develop campaigns that align with company goals and customer needs
- **Digital Marketing Management**
 - Plan and execute digital marketing campaigns, including paid advertisements, SEO/SEM, content marketing, and social media strategies.
 - Analyze campaign performance metrics to optimize reach, engagement, and ROI.
 - Proficient in marketing tools and platforms such as Google Ads, Analytics, social media management tools, and CRM systems.
- **Brand Management:**
 - Oversee and maintain the company's online presence, ensuring consistent brand messaging across all platforms, including websites, social media, and marketing materials.
 - Create innovative and engaging content to promote iGEIC's products and educate customers about graphene's applications.
- **Market Trends and Innovation**
 - Stay updated with the latest marketing trends, emerging technologies, and best practices to ensure the company remains competitive and innovative.
 - Proactively identify new opportunities to expand the company's market reach and customer base.
- Experience and/or knowledge of Project Management Office, Transitions, Quality audit, reporting/dashboards, claims, implementation, training, automation, and Workforce Management.
- Experience in managing and/or facilitating the different journeys of the constituent firms and building trust with CxOs and senior management.
- Takes ownership and drives accountability.

QUALIFICATION & EXPERIENCE

- 3-4 years of experience in Marketing.
- Individual contributor experience is a must.
- Individual Post graduate degree (MBA or equivalent) in business management, Communication or a related field. Certifications in digital marketing tools and platforms will be desirable.

Please Note: Qualification & Years of Experience may not be a barrier for the right candidate.

ADDITIONAL JOB REQUIREMENTS

- Strong written and verbal communication, data analysis, and stakeholder engagement skills.
- Ability to manage expectations and interact effectively with senior leaders.
- Strategic thinker with sound judgment and a proactive approach to complex issues.
- Committed to accountability, excellence, and fostering a strong organizational culture.
- High integrity, strong work ethic, and dedication to diversity and iGEIC values.
- Adaptable to change with the ability to navigate transitions effectively.
- Occasional travel required.