



Tata Institute of Social Sciences
Office for International Affairs (OIA)
V.N. Purav Marg, Deonar, Mumbai 400 088

(A Deemed University under Section 3 of the UGC Act, 1956 and
Grant-in Aid Institute under Ministry of Education, GoI)

ADVT/TISS/OIA/MPRC/OCT/2024

Notification – Non-Teaching Position for the Post of Manager (Global Public Relations and Communications) on a contractual basis at the Office for International Affairs, TISS, Mumbai.

Applications are invited for the following positions on a tenurable contract basis at the Office for International Affairs (OIA), Tata Institute of Social Sciences, Mumbai. The Office for International Affairs (OIA) is looking for applicants who are highly motivated, hard-working, multi-tasking, proactive, creative and competent professionals to handle important roles that facilitate the development and execution of global communication strategies to enhance the institute's international presence.

About TISS

The Tata Institute of Social Sciences (TISS) was established in 1936 as the Sir Dorabji Tata Graduate School of Social Work. In 1944, it was renamed as the Tata Institute of Social Sciences. The year 1964 was an important landmark in the history of the Institute, when it was declared Deemed to be a University under Section 3 of the University Grants Commission Act (UGC), 1956. TISS has been to be an institution of excellence in higher education that continually responds to changing social realities through the development and application of knowledge, towards creating a people-centred, ecologically sustainable and just society that promotes and protects dignity, equality, social justice and human rights for all.

About Office for International Affairs

The Office for International Affairs (OIA) was established in 2006 to facilitate mutually beneficial international academic exchanges and collaborations between TISS and foreign higher educational institutions. Since its inception, the OIA has worked diligently to establish and strengthen global partnerships by developing MoUs and agreements with international partner universities and providing administrative support to operationalise these collaborations. TISS has signed MoUs with over 150 universities across the world and is one of the first Indian universities to have a full-fledged Office for International Affairs offering support and active engagement for student and faculty mobility, joint and dual degrees, international research collaborations, and the internationalisation of higher education. The OIA is a self-sustaining office, using its own resources to support the Institute's goals of internationalisation. It is also a centralised office for all international and Indian students, faculty, and staff.

Position Title: Manager (Global Public Relations and Communications)

Role Overview:

The Manager of Global Public Relations and Communications will be responsible for developing and executing strategic communication plans aimed at enhancing Tata Institute of Social Sciences' (TISS) international visibility and fostering global partnerships. This role is critical in promoting TISS's academic, research, and educational initiatives on a global stage. The Manager will lead efforts to build strong media relations, drive international outreach campaigns, and engage key stakeholders, including academic institutions, global organizations, and media platforms. The role also involves leveraging innovative communication tools and platforms to reach diverse audiences, enhance TISS's international reputation, and support global engagement efforts. Working closely with internal teams

and external partners, the Manager of Global Public Relations and Communications will play a pivotal role in ensuring that TISS's global presence and partnerships continue to grow and align with the institute's strategic goals.

Key Responsibilities:

- **Global Public Relations Strategy:** Develop and implement a comprehensive global public relations and communication strategy to promote TISS's international partnerships, research, and academic programs.
- **Content Development:** Develop high-quality communication materials, including press releases, newsletters, speeches, op-eds, social media content, and multimedia presentations, to highlight the university's international engagement.
- **Digital Communications:** Oversee the development and maintenance of the Office of International Affairs' website and social media platforms, promotional content, and digital communications ensuring engaging and up-to-date content that reflects the university's global initiatives.
- **Development of Promotional materials:** Global engagement reports, promotional materials and promote same in all the platforms and track the response for the same.
- **Media Relations:** Build and maintain relationships with national and international media outlets to secure coverage for TISS's international collaborations, conferences, and academic achievements.
- **Stakeholder Engagement:** Collaborate with university departments, international partners, faculty, and students to promote international programs and events. Serve as the communication liaison between the university and international agencies and governmental bodies.
- **Event Support:** Provide communication and PR support for international conferences, seminars, and events organized by the Office of International Affairs, including managing publicity, media coverage, and event promotion.
- **Reporting and Metrics:** Monitor and analyse media coverage, social media performance, and PR metrics to measure the success of global communication strategies. Provide regular reports to senior leadership.
- **Brand Management:** Ensure consistency in messaging, aligning with TISS's vision and maintaining a positive image across all global communications.
- **Alumni Engagement & Development:** Develop and implement international alumni engagement campaigns to foster ongoing relationships and create opportunities for alumni to contribute back to TISS.
- **Resource Development & Fundraising Support:** Support the Office of International Affairs in identifying and diversifying revenue streams and develop the communications for the same.
- **Innovation & Continuous Improvement:** Stay informed of trends in global public relations, higher education, and international development to introduce innovative and creative solutions to TISS's global communication strategy.
- **Monitoring & Evaluation:** Develop short- and long-term plans for global communications and engagement programs. Track, monitor, and evaluate the success of communication efforts through established KPIs and metrics.
- **Develop a comprehensive communication strategy** for global student recruitment and admissions, aimed at attracting high-caliber international students. Create targeted marketing campaigns that highlight the university's programs and opportunities, tailored to prospective international students. Analyse global admissions data and trends in inbound student mobility to identify areas for improvement and growth opportunities.

Qualifications and Experience:

- Master's degree in a relevant field (e.g., Communications, Public Relations, Journalism, International Relations, Business Administration or related fields).
- Minimum of 3 years of experience in public relations, communications, or marketing, with a focus on international communication in the field of higher educations.
- Prior experience in higher education or working with academic institutions.
- Familiarity with global educational trends and international collaboration.
- Proficiency in additional languages.
- Excellent communication, negotiation, and relationship management skills.
- Strong organisational and project management skills.
- Ability to work effectively in a multicultural environment and manage multiple priorities simultaneously.

This role offers an exciting opportunity to lead TISS's global communications strategy, amplifying the institute's international presence and strengthening its relationships with global partners and stakeholders, thereby enhancing TISS's reputation and impact on the global stage.

Skills:

- Proficiency in digital communication tools, including social media platforms, content management systems, and multimedia production.
- Knowledge of internationalisation in higher education and global communication trends.
- Excellent communication skills, both written and verbal, with the ability to engage diverse global audiences.
- Proven experience managing media relations at an international level.
- Strong organizational and project management abilities.
- Expertise in digital communications and social media strategy.
- Cultural sensitivity and the ability to engage with diverse international audiences
- Understanding of social sciences will be an added advantage.

Key Competencies:

- Strong strategic planning and analytical skills
- Leadership and team management abilities
- Adaptability in a dynamic global environment
- Ability to work collaboratively with various stakeholders
- Strong analytical skills, with the ability to analyse data, identify trends, and make data-driven decisions.
- Flexible working hours may be necessary to accommodate different time zones.
- High level of cultural sensitivity and awareness, with the ability to work effectively in a multicultural environment.
- Outstanding communication skills, both written and verbal, with the ability to effectively convey information to diverse audiences.
- Strong interpersonal skills, with the ability to work collaboratively with colleagues from various cultural and professional backgrounds.

Monthly Remuneration

This is a tenurable appointment for one year, offering a consolidated remuneration of ₹67,350 per month. The selected candidate will be entitled to health insurance. Additionally, the appointment may be extended based on the candidate's performance and the institute's requirements, with an annual increment of 5% on the remuneration each year.

How to apply

1. Applicants should submit the following documents to apply for the above-mentioned position:
2. Covering Letter to Chairperson, Office for International Affairs (with the details of the position applied for)
3. Latest CV
4. SOP – Stating your interest to work with the Office for International Affairs (specifying the position)
5. Sample innovative communication material prepared by you.
6. Copies of the Educational qualifications - Degree/ Diploma/ Certificates/ Transcripts
7. Testimonials and Work Experience Letters
8. Recommendation Letters (Min. 02)

Application Process and Interview

Eligible and interested candidates may send their documents to oia@info.tiss.edu on or before **October 28, 2024; Subject line: Manager (Global Public Relations and Communications): Applications**

The shortlisted candidates will be communicated by e-mail to appear for a personal interview.

Other Conditions:

- The Institute reserves the right not to fill the advertised vacancy and may invite individuals for an interview who have not applied through the standard procedure.
- Merely possessing the prescribed qualifications and requisite experience does not guarantee an interview, as applications received will be shortlisted.
- No queries or correspondence regarding the issuance of Call Letters for interviews or the selection process will be entertained at any stage. Canvassing in any form is strictly prohibited and will result in disqualification.
- Candidates are responsible for assessing their own eligibility for the post according to the prescribed qualifications and experience. They must submit their application, fully completed, along with the required information and documents as per the advertisement. Suppressing factual information, providing fake documents, giving false or misleading information, or canvassing in any form will result in disqualification. If discovered at any point in the future, even after appointment, that the candidate was not eligible, the appointment will be terminated immediately as per this clause.
- In case of any ambiguity in the Recruitment Rules, particularly regarding eligibility, the decision of the Institute will be final.
- The Institute reserves the right to relax the qualifications required based on the candidate's work experience.
- No TA/DA will be paid for attending the interview if it is held at the Institute's premises.
- In case of any inadvertent errors in the advertisement or the recruitment process, detected at any stage, even after the issuance of the Appointment Letter, the Institute reserves the right to modify, withdraw, or cancel any communication made to the candidate(s).
- The post is purely contractual. The contract term is for three years, with potential extensions based on the assessment of the selected candidate's suitability and performance after the initial three-year tenure.

Chairperson

Office for International Affairs