

# BIHAR VIKAS MISSION

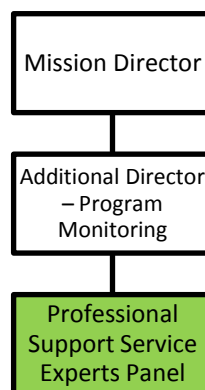
## Job Description



### 1. General Information:

<b>Position Title:</b>	<b>Marketing &amp; Branding Expert</b>
<b>Reports to:</b>	<b>Additional Director - Program Monitoring</b>
<b>Department:</b>	<b>Bihar Vikas Mission</b>
<b>Job Code:</b>	

### 2. Organization Chart



### 3. Key Accountabilities

#### Policies

- Provide expert advice to State departments in driving and monitoring policies and processes related to all marketing and branding aspects
- Design a strategic plan and roadmap to promote, market and publicize the concerned Department's schemes and initiatives, in conjunction with relevant stakeholders in the Department (Principal Secretary, Secretaries, etc.) and related functionaries, as required

#### Marketing & Branding

- Liaise with senior officials in the concerned Department to understand the Department's marketing, branding and promotion plans and requirements
- Liaise with senior Department officials to help identify positioning of the brand basis Department's strategy and way forward
- Conceptualize and plan marketing, branding and promotion campaigns and initiatives to publicize Department schemes and programs based on identified plans and needs of the concerned Department, in conjunction with relevant Department teams and officials
- Identify and recommend relevant channels for effective marketing and promotion of assigned Department schemes / programs
- Conduct research and provide insights to concerned Department officials to ensure incorporation of best practices and latest trends related to marketing and branding, from across different States and facilitate management decision-making
- Drive development of marketing, branding and image guidelines for the concerned Department to ensure consistency in internal and external campaigns and communication

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### Implementation

- Provide the required guidance and support to relevant teams for effectively implementing the planned campaigns and initiatives
- Drive the development and promotion of the State / Department / scheme, brand, image and identity using communication channels such as new media, social media etc.
- Provide the required guidance and support to team in design of marketing / branding / promotion content and material to promote and publicize the concerned Department's schemes and programs
- Oversee promotions, public relations and advertising associated with assigned marketing / branding campaigns by liaising with relevant teams
- Establish relevant systems and procedures, review and assess success of executed campaigns and initiatives and communicate to concerned Department officials

### External Relationships

- Build and maintain relationships with senior stakeholders in reputed media and PR organizations and agencies and liaise with them to ensure promotion and adequate coverage of the concerned Department's schemes and initiatives
- Establish, build and manage the relationship with third-party vendors in order to facilitate delivery of high quality services in alignment with Department's interests and requirements
- Lead / participate in selection and negotiation with major vendors for execution of campaigns and initiatives as required, ensuring the terms and conditions are favourable to the Department requirements

### Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national best practices, in order to facilitate cost optimization and productivity improvement

### Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

### Related Assignments

- Perform other related duties or assignments as directed

## 4. Qualifications and Experience

### Essential

- PG Diploma (2 years full time) or Master's degree or higher (full time) in Management / Business Administration / Marketing
- Minimum 8 years of post-qualification experience in marketing and / or branding

### Preferred

- Less than 70 years of age as on 1st January 2019
- Experience in conceptualizing and managing nation-wide and / or state-wide marketing / branding / communication campaigns or programs
- Experience of working with state / central government organisations / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB) in a marketing / branding / public relations role
- PG Diploma (2 years full time) or Master's degree or higher (full time) in Management / Business Administration / Marketing from any of the institutes as published under the National Institutional Ranking Framework issued by MHRD and / or QS World University Rankings, as updated from time to time

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\* NIRF discipline wise rankings will be considered wherever available (like engineering, management and pharmacy in current rankings); for degrees not covered by the NIRF discipline rankings, NIRF Colleges or Universities or Overall Rankings will be considered

### 5. Knowledge and Other Skills

- Creativity and innovative thinking
- Experience in planning and managing all types of marketing / branding / promotion campaigns and initiatives
- Strong knowledge and understanding of best practices and current trends in marketing and branding
- Strong interpersonal, presentation and negotiation skills
- Good knowledge of fundamentals of brand building & communication development