



**INDIAN CENTRE FOR SOCIAL SCIENCE AND
MANAGEMENT RESEARCH (ICSSMR)**
(भारतीय सामाजिक विज्ञान एवं प्रबंधन अनुसंधान केन्द्र)

97, Philips Complex, 1/1 Kailash Ghosh Road, Purba Barisha, Kolkata - 700008
Website: www.icssmr.in

Ref: ICSSMR/CR/08/26/02

Date: 20th August 2026

Notification for Vacancy Announcement

Position: Digital Marketing Trainee

The Indian Centre for Social Science and Management Research (ICSSMR) invites applications for the position of Digital Marketing Trainee to support the organization's digital outreach, online promotion, content development, and marketing initiatives. The position is intended for enthusiastic graduates who are interested in developing practical skills in digital marketing within an academic and research-oriented environment.

Employment Type & Remuneration:

Full-time: ₹20,000 per month.

Mode of Work:

Primarily office-based, with coordination with the academic, research, and administrative teams as required.

Location: Kolkata

Key Responsibilities:

- Assist in planning and executing digital marketing campaigns for ICSSMR's courses, programmes, events, and initiatives.
- Support the promotion of academic programmes, certificate courses, training programmes, seminars, workshops, conferences, and other institutional activities through digital platforms.
- Create and coordinate engaging content for social media platforms, websites, email campaigns, and other digital channels.
- Assist in managing and regularly updating ICSSMR's social media presence.
- Support the preparation of digital creatives, promotional materials, short videos, reels, and other multimedia content.
- Assist in website content updates and basic content management.
- Conduct basic research on digital marketing trends, audience behaviour, and competing educational offerings.
- Support lead generation and online engagement activities for courses and institutional programmes.
- Monitor digital campaign performance and prepare basic reports on reach, engagement, leads, and conversions.
- Coordinate with internal teams to collect relevant information for promotional and communication activities.

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Contact: +91 6289366395 **Email:** info@icssmr.in



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- Assist in maintaining digital marketing databases, campaign records, and content calendars.
- Contribute innovative ideas for improving ICSSMR's online visibility and digital engagement.

Eligibility Criteria:

- **Graduate** in any relevant discipline.
- Preference will be given to candidates with:
 - **BBA in Digital Marketing**
 - **B.Sc. in Multimedia and Animation**
- Basic understanding of digital marketing concepts and social media platforms.
- Good written and verbal communication skills.
- Basic proficiency in MS Office and digital communication tools.
- Fresh graduates with a strong interest in digital marketing are encouraged to apply.

Desired Skills:

- Social media management
- Digital content creation
- Basic knowledge of SEO and digital marketing
- Graphic design and multimedia content creation
- Basic video editing and creative communication
- Knowledge of Canva, Adobe tools, or similar design platforms will be an added advantage
- Creativity and attention to detail
- Good communication and coordination skills
- Ability to learn new digital tools and technologies
- Ability to work independently as well as in a collaborative academic and research environment

Application Process:

Application Process:

Interested candidates may apply through the online portal of the website. For more details, please visit:
<https://icssmr.in/career/>.

Only candidates whose CVs are shortlisted will be contacted for further communication and the selection process.

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