



**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/08/26/01

Date: 20th August 2026

Notification for Vacancy Announcement

Position: Marketing Manager

The Indian Centre for Social Science and Management Research (ICSSMR) invites applications for the position of Marketing Manager to support the organization's academic programmes, institutional outreach, business development, and strategic partnership initiatives.

Employment Type & Remuneration:

Full-time: ₹25,000 per month, depending on qualifications, skills, and relevant experience. Travel Allowance (TA) and contingencies will be provided separately as per organizational norms and requirements.

Mode of Work:

Primarily field-based and office-based, with regular travel and coordination with educational institutions, prospective learners, and other stakeholders as required.

Location:

Kolkata | Patna | Delhi

Key Responsibilities:

- Promote and sell ICSSMR's academic programmes, certificate courses, training programmes, and other educational offerings.
- Identify prospective learners and institutions and generate leads through various outreach and marketing activities.
- Develop and maintain strategic tie-ups with colleges, universities, educational institutions, and other relevant organizations.
- Establish and maintain strong professional relationships with institutional representatives, academic administrators, faculty members, and prospective students.
- Conduct institutional visits, presentations, meetings, counselling sessions, and other promotional activities.
- Coordinate with educational institutions for seminars, workshops, awareness programmes, orientation sessions, and other collaborative activities.
- Develop and implement suitable marketing and outreach strategies to achieve institutional enrolment and business development targets.
- Follow up with prospective students, institutional partners, and leads to facilitate course enrolment and conversion.
- Maintain records of leads, institutional contacts, meetings, follow-ups, and conversions.

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



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- Assist in developing marketing materials, promotional campaigns, presentations, and digital outreach initiatives.
- Monitor market trends and competitor activities to identify new opportunities for institutional growth.
- Prepare periodic reports on marketing activities, institutional outreach, lead generation, and enrolment performance.
- Coordinate with the internal academic, research, and administrative teams for smooth execution of marketing initiatives.

Eligibility Criteria:

- Bachelor's or Master's degree in **Marketing, Business Administration, Management, Education, Communications, or a related discipline.**
- Relevant experience in sales, marketing, business development, educational counselling, institutional outreach, or related areas will be preferred.
- Strong communication, interpersonal, negotiation, and relationship-management skills.
- Strong language proficiency in Hindi, Bengali & English
- Willingness to travel extensively within the assigned location and nearby areas.
- Basic proficiency in MS Office, documentation, and digital communication tools.
- Candidates with experience in the education sector, course promotion, institutional sales, or business development will be given preference.

Desired Skills:

- Sales and business development
- Educational marketing and institutional outreach
- Lead generation and conversion
- Strategic partnership and relationship management
- Negotiation and presentation skills
- Strong communication and networking abilities
- Ability to work independently as well as in a team-oriented academic and research environment
- Target-oriented approach with strong follow-up and coordination skills

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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