

### Job Description - MARCOM

We are seeking an enthusiastic and results-driven personnel for Marketing Communications to manage our online and offline communication with clients, increase brand awareness and generate business leads. Our ideal candidate will have keen marketing & commercial acumen and be highly versatile with experience in multiple sectors. Proven work experience with platforms like WIX and ZOHO is a must.

#### Duties and responsibilities:

1. Be the support to Business Assistance by Generating Business Leads through MARCOM channels like social media, print media, offline media etc.
2. The main job responsibility is to support the IJCCI management in conceptualizing, developing and managing IICCI's integrated and coordinated communication and marketing tools for print and digital promotions. More specifically, the required task will include, but will not be limited to, the following:
  - i. Design and dissemination of IICCI digital campaigns through newsletters, news-alerts, social media and other platforms/channels
  - ii. Design IICCI marketing materials and collaterals such as presentations, brochures, videos, banners, posts etc.
  - iii. Updating and developing all the IICCI's websites and portals with relevant news and current activities
  - iv. Responsible for all printing requirements of the Chamber
  - v. Co-ordinate with vendors and agencies for printing, videos, branding etc.
  - vi. Co-ordinate with content generation team
  - vii. Develop in coordination with the IICCI's CEO and Secretary General, a digital marketing strategy for the IICCI

#### About us:

The Indo Italian Chamber of Commerce and Industry is an association acting since more than 50 years as a common platform for Italian, Indian, and Indo-Italian enterprises, institutions, intermediate bodies and professionals. As such, the IICCI's core asset is the network of business relationships it is able to generate, in Italy, India and the Indian Subcontinent.

IICCI offers innovative services for sector clusters via multi-stakeholder and multi-year projects, pan-India from smart cities to education, lifestyle, and manufacturing with participating companies increasing looking for commercial and business collaborations.

We are therefore looking for talented people and if you are interested in working in a highly dynamic and challenging environment, send your profile to [recruitment@indiaitaly.com](mailto:recruitment@indiaitaly.com).

Should your profile match our requirements, we will get back to you