

## Job Description

### I. Key Specifications

Position - Asst.Manager – New Media

Unit – TMI Network

Reports to - Account Manager

Department – EBITA

Reportees -

Location – Hyderabad

### II. What you are expected to do

This is a techno-functional role that requires leveraging of contemporary communication media in designing customised solutions for clients. Social networking sites, blogs etc are increasingly being used by organisations to relate to and reach out to people. In view of these developments, you would have to:

- Research contemporary trends in advertising & marketing communication
- Work with the delivery team to innovate and add value to solutions proposed to our clients

### III. Who we are looking for

Candidates who understand Gen X, their preferences and their psyche and can use the same in giving a fresh perspective to the team. You need to:

- Be tech savvy
- Have excellent communication skills, both written and spoken (especially in English)
- Have a basic understanding of advertising, branding and communications
- Have a sound knowledge of contemporary media tools like social networking sites, blogs, podcasts, widgets, and mobile communication

### IV. Where your peers are from

Graduates with 3 – 4 years experience from Advertising, Mass Communication, Journalism, Job Boards and Online Media backgrounds.

### Beyond the job profile

We are seeking candidates who have the ability to plan and implement campaigns with a strong focus on ROI as a pre-requisite. You are expected to be pro-active, take initiatives and take lead the team in these initiatives with the focus being on coming up with innovative, contemporary and exciting solutions for our clients' requirements.