

## **Engagement Opportunity: Senior Brand & Communications Advisor**

Indian Institute of Petroleum and Energy (IIPE), Visakhapatnam

### **Role Summary:**

IIPE Visakhapatnam invites applications for the role of **Senior Brand & Communications Advisor** – a prestigious consultative engagement designed for a seasoned leader who can mentor, guide, and shape the institute's brand, communication, and digital outreach strategies. As the *Senior Brand & Communications Advisor*, you will be responsible for defining strategic direction for IIPE's brand and digital presence by creating frameworks, advising on content themes, analysing audience insights, guiding partner coordination, and recommending campaigns and initiatives. This role is advisory in nature and will focus solely on strategy, with execution and implementation to be carried out by IIPE's internal teams and partners.

### **Ideal Candidate Profile**

- Educational Qualifications: Bachelor's degree.
- A Master's degree will be preferred.

### **Professional Experience**

- Minimum 25+ years of experience across globally respected organizations
- Proven track record in 360° brand and communication leadership, including:
- Strategic brand positioning & narrative building
- Leadership and employee engagement programs
- Social media & digital marketing
- Prior experience working with educational institutions – schools, colleges or mentoring students and faculty is essential
- Strong written and verbal communication skills with creativity and strategic thinking ability
- Proficiency in leveraging communication, social media management, and AI-powered digital tools and platforms

### **Key Responsibilities:**

- Define and steer the overall brand and communication strategy for IIPE
- Mentor a professor-led student team in best practices, communication skills, and digital branding
- Act as a strategic bridge between institutional stakeholders and communication/branding execution partners
- Provide periodic feedback, direction, and reviews to ensure impactful, consistent communication across platforms

### **Engagement Terms**

- Time Commitment: 2 hours per week (initial), extendable to a monthly retainer model
- Commercials: Negotiable based on experience and value delivered
- Travel Costs: Will be covered by IIPE for any official visits

**Apply here:** Please send your CV and a brief note on your relevant experience to [socialmedia@iipe.ac.in](mailto:socialmedia@iipe.ac.in)

The last date for submission of the online application is 29.09.2025 till 5.00 PM.