

## //ADVERTISEMENT//

**Appointment for the Following Post on Contractual Basis (for 01 Year)**

MPIDC (MP Industrial Development Corporation Limited), Bhopal—a Corporation under the Government of Madhya Pradesh, Department of Industrial Policy & Investment Promotion —intends to appoint the following role on a contractual basis for a period of one (01) year under consolidated pay mode:

| S. No. | Role                              | No. Of Position | Consolidated Pay (approx.) |
|--------|-----------------------------------|-----------------|----------------------------|
| 1      | Director – Branding and Marketing | 01              | 1,75,000/-                 |

**Important Notes:**

1. MPIDC reserves the right to appoint or not to appoint any candidate for the advertised post without assigning any reason.
2. Any Indian citizen may apply.
3. Any attempt to influence the selection process shall lead to disqualification.

**General Terms & Conditions of Appointment:-**

| S. No. | Role                              | Qualification, Experience & Other Details |
|--------|-----------------------------------|-------------------------------------------|
| 1      | Director – Branding and Marketing | As per annexure "A"                       |

**Age Limit:**

- Maximum age for serving or retired employees of Central/State Government or its undertakings: **65 years** (as on 01.01.2025)
- Maximum age for other candidates: **55 years** (as on 01.01.2025)

**How to Apply:**

1. Applications shall be accepted **only through online mode** via [www.invest.mp.gov.in](http://www.invest.mp.gov.in).
2. Application window: **18.08.2025 to 01.09.2025**
3. Steps to apply:
  - Download and fill the application format available on the website.
  - Upload the **scanned copy** of the filled application form.
  - Upload your **updated CV**.
  - Upload **supporting documents** (age, educational qualifications, experience, declaration, etc.).

  
HIMANSHU SHARMA  
General Manager(FC)

  
Akash Shrivastava  
Executive Director  
MPIDC Ltd.

### Application Fee:

- No application fee is applicable.

### Merit, Selection & Appointment Process:

1. Applications received by the closing date will be scrutinized by designated officers.
2. Shortlisted candidates will be notified via the portal and email for interview details.
3. Final merit list will be published on the portal after interviews by the Empowered Committee.
4. In case of a tie in scores:
  - Preference will be given to candidates with higher marks/grades in the last qualifying degree/post-graduation.
  - If marks are equal, preference will be given to candidates with more relevant experience.

### General Eligibility Conditions:

- Candidate must be an **Indian citizen**.
- Candidates employed in Government/Semi-Government/Public Sector organizations must produce a **No Objection Certificate (NOC)** from their employer at the time of joining.
- Selection does not confer any **right to appointment**.

### Important Dates:

| S. No. | Activity                      | Date                 |
|--------|-------------------------------|----------------------|
| 1      | Opening of Application Portal | 18.08.2025           |
| 2      | Last Date for Application     | 01.09.2025           |
| 3      | Interview Call                | To be notified later |
| 4      | Declaration of Selection      | To be notified later |

### Additional Instructions:

- All updates regarding interview and selection will be published on [www.invest.mp.gov.in](http://www.invest.mp.gov.in).
- Candidates are advised to **regularly check the website** for updates. MPIDC shall not be responsible for any lapse on the part of the candidate.
- Incomplete or incorrect applications, or concealment of information, shall lead to rejection.

...

  
HIMANSHU SHARMA  
General Manager(4c)

  
Akash Shrivastava  
Executive Director  
MPIDC Ltd.



**Position - Director: Branding and Marketing**

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Brief Job Description:</b> <ul style="list-style-type: none"> <li>• Working closely with key management team, supervising the social media and content teams, branding and marketing team of MPIDC</li> <li>• Create an effective and efficient marketing strategy focused on attracting Investments in MP</li> <li>• Develop annual and periodic event calendar for MPIDC with a special emphasis on key focus sectors and focus areas of MP</li> <li>• Design multipronged strategy for MPIDC to strengthen its position in various countries for attracting foreign Investments</li> <li>• Spearhead the strategic and tactical execution of marketing campaigns, including promoting MPIDC industrial areas at national and international level, including the communication strategy</li> <li>• Lead the social media strategy of MPIDC promoting LinkedIn and Twitter accounts of MPIDC</li> <li>• Lead the development of various country/regions desks and sector teams for MPIDC and guide the team to attract investments from specific regions and in specific focus sectors</li> <li>• Hold regular meetings with MPIDC managers to review pipeline, resolve challenges, and present possible solutions, and provide on-going training to ensure team consistently performs above standard</li> <li>• Assist MPIDC at conventions, conferences, and tradeshow, preparing engaging displays and collateral as needed, and providing post-event reports and analysis</li> <li>• Support in preparing mid-term, long-term marketing plan and financial budgets and plans as per branding strategy and plans</li> <li>• Coordinate with various stakeholders like industry, associations, event partners, etc to enable effective outreach</li> </ul> |
| 2 | <b>Minimum Qualification</b> <ul style="list-style-type: none"> <li>• MBA/Masters or equivalent in marketing, advertising, branding and communication from premier institute (International Institutes of repute or NIRF ranking - Top 100 institutes)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

  
 HIMANSHU SHARMA  
 General Manager (IC)

  
 Akash Shrivastava  
 Executive Director  
 MPIDC Ltd.

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | <b>Relevant Experience</b> <ul style="list-style-type: none"> <li>• 10+ years of total experience with 5+ years of experience in organising marketing and branding activities for reputed companies/ organisations</li> <li>• 3+ years of industry experience in leading the branding and marketing campaigns</li> <li>• Additional weightage for experience of handling investment drives in which the applicant must have led the marketing and branding strategies</li> <li>• International Experience will be given additional weightage</li> <li>• Excellent communication, writing skills and team working skills is a must</li> <li>• Creativity, strategic thinking and ability to create Innovative and original campaigns will be preferable.</li> </ul> |
| 4 | <b>Other Details</b> <ul style="list-style-type: none"> <li>• Place of posting: Bhopal</li> <li>• Duration: 01 Year</li> <li>• Compensation : Upto INR 1,75,000 per month based on suitability of the candidate or based on last drawn CTC</li> <li>• Reporting: Managing Director, MPIDC or Executive Director-Branding &amp; Marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                |

  
 HIMANSHU SHARMA  
 General Manager(4c)

  
 Akash Shrivastava  
 Executive Director  
 MPIDC Ltd.