INTERNATIONAL INSTITUTE OF INFORMATION TECHNOLOGY
HYDERABAD

Advt. No. DFL-IIITH/11-2026/MI-004

Opening Date: November 11, 2026 **Closing Date:** November 26, 2026

Division of Flexible Learning, IIIT Hyderabad

Marketing Intern

The International Institute of Information Technology Hyderabad, established in 1998, is one of India's leading educational institutions for undergraduate and postgraduate education and research in Information Technology and allied areas. The recently created Division of Flexible Learning (DFL) at IIIT Hyderabad aims to extend the institute's expertise and legacy of quality education to learners worldwide through innovative online and other programs.

Role Overview

IIIT Hyderabad invites applications for a Marketing Intern to support the marketing work of the Division of Flexible Learning. The role covers market research, digital marketing (including social media), content support, and lead funnel management for executive education programs to be offered by DFL

This is a full-time internship which allows flexible working (part at IIITH campus, part remote) for a duration of 4 months (December–March), extendable to 6 months for a strong fit.

Roles and Responsibilities

- Conduct program specific market research and market intelligence — understand the candidate landscape, potential demographics, and competitive context to launch effective campaigns.
- Support digital marketing across LinkedIn, Instagram, Facebook, and related channels (content planning, posting, scheduling, and basic performance tracking).
- Help build campaign content (posts, captions, mailer drafts, webinar promotions) with guidance from the marketing team; ensure approved content is posted and channels stay updated.
- Maintain a clear view of the lead funnel — track incoming leads, their status, and the next action required.
- Do follow-ups with leads and internal stakeholders, as guided by the team.
- Share regular updates on channel activity, lead status, and campaign progress.
- Support other marketing execution tasks (webinar logistics support, collateral distribution, calendar tracking) as needed for the two programs.

Key Competencies

- Currently pursuing or recently completed a degree in Marketing, Communications, MBA (Marketing), or a related field.
- Understanding digital marketing and social media campaigns (organic and paid).
- Able to research markets, summarize findings, and organize information clearly.
- Comfortable writing and speaking clear, professional content in English.
- Organized, detail-oriented, and able to manage follow-ups and track lead status independently.
- Interest in education, technology, or AI programs is a plus. Familiarity with Canva, Meta Business Suite, LinkedIn tools, or spreadsheets is helpful but not required.
- Strong interpersonal skills, ability to work in a fast and complex work environment, team player.

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Stipend

- This is a contractual engagement of 4 Months which can be renewed based on business requirements
- Stipend of ₹20,000–₹25,000 per month (consolidated; higher end for a strong candidate) will be offered.

Duration and Start

- 4 months starting December 2026 (extendable).
- Target onboarding by early December so the intern can support the marketing launch of Agentic AI and FDE

Interested candidates may apply with their detailed CV at

recruitment@iiit.ac.in