



NAMTECH

JOB DESCRIPTION

ASSOCIATE/ASSISTANT DIRECTOR- MARKETING AND ADMISSIONS

November 2025

BACKGROUND AND CONTEXT

ARCELORMITTAL GROUP

ArcelorMittal is the world's leading steel and mining company with a goal to help build a better world with smarter steels. It has a presence in 60 countries, primary steelmaking facilities in 18 countries and employs more than 190,000 people across the world. ArcelorMittal was created by the takeover of Western European steel maker Arcelor (Spain, France, and Luxembourg) by Indian-owned multinational steel maker Mittal Steel in 2006. The merged business was named ArcelorMittal and was headquartered in Luxembourg City. ArcelorMittal is the second largest steel producer in the world, with an annual crude steel production of 89.8 million metric tonnes and iron ore production of 57.1 million metric tonnes as of 2019 and is ranked 197th in the 2022 Fortune Global 500 ranking of the world's largest corporations. The company is involved in research and development, mining, and steel. The company fosters a culture of innovation by putting research and development at the heart of their operations. They are driven by an entrepreneurial spirit and passion for excellence. As they continue to push boundaries, their belief in cleaner, stronger, reusable, and safer steel in playing an important role in global development grows stronger. Hence, they continuously seek to support the world to make that change, through research and use of innovative processes, to produce steel, which uses less energy, emits significantly less carbon, and reduce costs.

In India ArcelorMittal group is present as ArcelorMittal Nippon Steel India. This is a joint venture between two of the world's leading steel companies - ArcelorMittal and Nippon Steel. Nippon Steel is Japan's largest and one of the world's leading integrated steel producers. Nippon Steel is the world's 4th largest steel manufacturer and operates in more than 15 countries, besides its 6 steelworks in Japan. With their strong and tested partnership, both companies bring experience, leadership, and technology necessary to help drive India's steel industry forward. In India they are an integrated flat carbon steel manufacturer - from iron ore to ready-to-market products – with an achievable crude steel capacity of 9 million tonnes per annum (MTPA). Their manufacturing facilities comprise iron making, steelmaking and downstream facilities spread across India. At AM/NS India the goal is to help create smarter, more sustainable steels for India, and the world. Hence, safety, innovation and technology are at the heart of their manufacturing operations and product development. Collaboration, dynamism, creativity, and excellence are the values they embody every day to create a better world.

The group is driven by a strong social consciousness and believes in the ethos of giving back to society, especially in the country of their roots. AMNS, is committed to nation-building, supporting initiatives like Make in India and Atmanirbhar Bharat. They aim to make India a global manufacturing hub. Through NAMTECH, its CSR initiative, AMNS India is taking charge of creating top-notch training facilities, leveraging their expertise in emerging technologies like Industry 4.0. while creating workforce for India's manufacturing sector.

NAMTECH - NEW AGE MAKERS' INSTITUTE OF TECHNOLOGY

NAMTECH (New Age Makers' Institute of Technology), an educational initiative by ArcelorMittal Nippon Steel India, is the first Manufacturing, Engineering and Technology (MET) Innovation School. Aligned with the nation's 'Make in India' and 'Viksit Bharat 2047' goals, NAMTECH aims to accelerate this transformation by equipping ambitious minds with advanced, experiential engineering programs and promoting responsible technology to build a sustainable, innovative future.

NAMTECH is focused on meeting Industry 4.0 talent needs by empowering young professionals with future-ready skills and advanced industry training.

UNDERSTANDING MANUFACTURING ENGINEERING AND TECHNOLOGY (MET)

MET is a dynamic ecosystem where manufacturing and engineering integrate, transformed by innovative, sustainable, and digital technologies such as Artificial Intelligence, Internet of Things (IoT), and Robotics, enabling Smart Manufacturing. These advancements create scalable impact, optimize

processes, and shape a future where technology and sustainability converge to define the next generation of industries. The MET ecosystem has significant potential to advance India's global manufacturing leadership and support the nation's path to its \$30 trillion GDP goal by 2047.

NAMTECH: CULTIVATING TALENT FOR INDIA'S MET DOMINANCE

India's pursuit of MET leadership faces a key challenge: the skills gap in emerging technologies. As automation and smart technologies reshape industries, developing leaders to drive this change is vital. NAMTECH bridges this gap by preparing future leaders in advanced manufacturing, industrial sustainability, and digital innovation, ensuring they can effectively lead India's MET transformation.

VISION

Be a pioneering engineering and technical education institution to create leaders in manufacturing and leadership for India in the world.

PURPOSE

We inspire Humane Capital

PROGRAM OFFERING

1. SCHOOL OF MANUFACTURING TECHNOLOGIES

Master in Smart Manufacturing Technology & Management- NAMTECH's School of Manufacturing Technologies stands at the forefront of Industry 4.0, where Artificial Intelligence (AI) meets automation, the Internet of Things (IoT) drives predictive excellence, and Digital Twins enable real-time monitoring, optimization, and continuous improvement. We integrate Augmented and Virtual Reality (AR/VR) for immersive training and simulation and leverage Smart Supply Chain and Logistics Technologies to achieve end-to-end operational intelligence, agility, and sustainability.

2. SCHOOL OF MANUFACTURING DESIGN & AI

Master in Semiconductor Manufacturing Technology & Management- The School of Manufacturing Design & AI at NAMTECH is envisioned as a next-generation hub advancing India's leadership in semiconductors, precision electronics, and smart manufacturing. Built on the convergence of Design, Automation, and Artificial Intelligence, it equips learners to design intelligent factories, optimize production systems, and engineer the technologies that power Industry 4.0.

3. SCHOOL OF ROBOTICS

Master in Robotics Engineering & Management- The School of Robotics at NAMTECH aims to be a pioneering institute for Robotics in India, focusing on interdisciplinary learning and collaborative translational research in the Robotics and AI fields. By combining innovative education and synergetic industrial collaborations, we are dedicated to advancing robotics and AI applications, empowering

students and researchers to drive real-world impact. At the School of Robotics, NAMTECH, we believe in interdisciplinary excellence - combining technical hands-on and computational learnings, fostering teamwork, and industry partnerships to empower our students.

4. SCHOOL OF SUSTAINABILITY

Master in Sustainability Engineering & Management- The School of Sustainability at NAMTECH is envisioned as a platform institution built on the core pillars of Energy and Circularity, leading the MET sector's transition toward sustainable technologies and industrial decarbonization. Blending modern science with India's ethos of resourcefulness, it seeks to create a learning environment that is holistic, experiential, and grounded in real-world application. The school would offer a wide spectrum of programs, from short-term certifications to advanced master degrees, designed for fresh graduates, working professionals, and technicians. Each program is shaped in collaboration with industry leaders and global academic partners, ensuring strong exposure to practical challenges, application-driven research, and innovation-led problem-solving. The curriculum encourages a mindset of making and entrepreneurship, enabling learners to design solutions that advance sustainability and performance across industries.

5. SCHOOL OF TECHNICAL EDUCATION

- International Professional Technologist Programme (iPTP)- Automation
- International Professional Technologist Programme (iPTP)- Industrial Robotics
- International Professional Technologist Programme (iPTP)- Semiconductor Manufacturing
- Outreach

The NAMTECH School for Technical Education envisions a future where every technician is a creator, problem-solver, and conscious technologist — contributing to India's transformation into a global manufacturing and innovation hub. Anchored on the pillars of Technology Access, Industry 4.0 Readiness, and Social Impact, the School integrates global pedagogy, advanced laboratories, and real-world problem-solving into its curriculum. The programmes are co-developed with industry partners and academic collaborators such as ITE Singapore, ensuring strong linkages between learning outcomes and employability.

PARTNERSHIPS

NAMTECH seeks to impart future-relevant technical education and create a skilled workforce through partnerships and collaborations with institutions and industries both in India and abroad.

ACADEMIC COLLABORATIONS

- Technical University of Munich (TUM ASIA)
- ITEES Singapore
- US Universities (PNW, CMU, WashU)
- Purdue University Northwest
- Washington University, United States
- Carnegie Mellon University

INDUSTRY COLLABORATIONS

- AM/NS India: AM/NS is the founding partner of NAMTECH

- AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL (ASDC): ASDC is the first sector skill council of India promoted by the automobile industry, with representations from leading industry associations from the automotive sector and the Government of India.
- SCHNEIDER ELECTRIC: NAMTECH is partnering with global leader Schneider Electric to establish state-of-the-art smart campus and training labs for its upcoming 150-acre educational campus in Ahmedabad.
- FESTO: NAMTECH signed a Memorandum of Understanding (MOU) with Festo, world's leading manufacturer and supplier of automation technology and technical education.
- Micron: NAMTECH signed a Memorandum of Understanding (MoU) with Micron, world's leading semiconductor chip manufacturer.
- Siemens: NAMTECH has forged a strategic partnership with Siemens to revolutionize education in smart manufacturing, automation, and advanced technical education.

JOB DESCRIPTION

Designation	Associate / Assistant Director- Marketing and Admissions
Status	Regular, full time
Reports to	Director General
Location	Gandhinagar, Gujarat

THE POSITION

The Associate / Assistant Director of Marketing and Admissions at NAMTECH will play a pivotal role in providing strategic leadership across the admissions and marketing functions. The position involves spearheading student recruitment initiatives, strengthening the institute's brand presence, and effectively communicating NAMTECH's mission, vision, and academic excellence to audiences both in India and abroad. The incumbent will be responsible for meeting enrollment targets while positioning NAMTECH as a leading institution in engineering, advanced manufacturing, and sustainability education.

JOB RESPONSIBILITIES

- Develop and execute integrated marketing and admissions strategies aligned with NAMTECH's institutional goals in engineering, advanced manufacturing, and sustainability.
- Oversee end-to-end admissions operations, including the planning and implementation of campaigns to attract high-calibre students, while ensuring a seamless and efficient admissions process.
- Lead institutional communication initiatives across multiple channels — including outreach, digital marketing, content strategy, social media, website, and partner platforms.
- Mentor, guide, and manage the marketing and admissions teams, fostering collaboration, innovation, and high performance across pan-India operations.
- Collaborate closely with faculty, academic leaders, and external partners to highlight NAMTECH's strengths — such as industry collaborations, curriculum relevance, and research excellence.
- Drive national and international brand promotion through strategic use of traditional and digital media, including PR, brochures, and social platforms.
- Conduct comprehensive market analysis, monitor competitor benchmarks, and provide data-driven insights and reports to inform institutional strategy and decision-making.
- Oversee the creation of impactful marketing content that highlights program outcomes, placement success, research contributions, and sustainability initiatives.
- Build and nurture strong relationships with academic counsellors, feeder institutions, and industry stakeholders to strengthen the admissions pipeline.
- Manage scholarship communication and outreach to engage underrepresented groups and attract high-achieving students.
- Ensure adherence to institutional policies, regulatory requirements, and diversity goals, maintaining data integrity and accuracy throughout the admissions process.

EXPERIENCE AND COMPETENCIES

QUALIFICATIONS

- Advanced degree in Marketing, Business, Engineering, or a related discipline preferably from a premium higher-education or not-for-profit institution in India.

MUST HAVES

- Minimum 15 years of experience of which minimum of 5 years of experience in leading admissions within an institute of higher education.
- Proven leadership experience in higher-education admissions and marketing, ideally within engineering or technology-driven programs.
- Strong understanding of domains such as advanced manufacturing, sustainability, and technological innovation.
- Demonstrated expertise in pan-India recruitment and understanding of regional dynamics and student behaviour.
- Strong analytical and data interpretation skills to evaluate enrolment metrics, market trends, and campaign performance.
- Excellent communication, team-building, and stakeholder management capabilities.
- Experience leading multi-channel campaigns and managing diverse teams.
- Proficiency with CRM platforms, admissions systems, and digital outreach tools

IMPACT AND OUTCOMES

- Drive measurable growth in enrolments and elevate NAMTECH's reputation nationally and internationally.
- Strengthen institutional diversity and inclusion within engineering and technology programs.
- Advance NAMTECH's mission to develop next-generation talent for advanced manufacturing and sustainability leadership, contributing to India's goal of becoming a global manufacturing hub.
- Foster a culture of innovation, data-driven decision-making, and service excellence within the marketing and admissions functions.

COMPETENCIES

- Strategic mindset with a hands-on approach.
- Willingness to travel extensively across India.
- Passion for promoting high-impact academic programs in engineering, advanced manufacturing, and sustainability.

HOW TO APPLY: To apply for the position, interested candidates may write into us with a copy of your resume and cover letter, detailing your interest and suitability for the position, and mentioning the position applied for, at dhara.shah@namtech.ac

