

APPOINTMENT OF MARKETING MANAGER
SPORTS KERALA FOUNDATION ON CONTRACT BASIS

Sports Kerala Foundation, a Government of Kerala Undertaking, invites applications for appointment as **Marketing Manager** for its office at Jimmy George Indoor Stadium, Vellayambalam, Trivandrum on contract basis:-

I. Number of Vacancies and Age:

SL. No.	Post	Age Limit	Number of Post
1	Marketing Manager	25-50 years	01

II. Job Description

Position	Job Description
Marketing Manager	<ul style="list-style-type: none"> Design and execute comprehensive marketing strategies for positioning Sports Kerala Foundation as a leading sports development organization in Kerala. Develop and execute brand campaigns that strengthen SKF's identity across print, digital, and broadcast platforms. Plan and implement sponsorship and partnership strategies to attract corporate investments and CSR collaborations. Drive digital transformation in marketing, content marketing, influencer tie-ups, and targeted advertising campaigns. Use data-driven marketing techniques (analytics, surveys, customer insights) to optimize outreach and engagement. Create and manage annual marketing plans and budgets, ensuring measurable ROI for all campaigns. Build strategic relationships with media houses, digital platforms, and sports communities for sustained publicity. Initiate fan engagement strategies (sports festivals, community programs, interactive campaigns) to enhance grassroots participation. Promote revenue generation models through branding of venues, merchandising and naming rights

III. Eligibility Criteria

Position	Essential Qualification	Desired Qualification	Work Experience	Desired Experience
		<ul style="list-style-type: none"> Strong understanding of marketing principles, branding, and promotional strategies. 		

Marketing Manager	MBA Preferably Marketing Specialization from a recognized University/Institute with more than 50% marks	<ul style="list-style-type: none"> Proficiency in computer applications (MS Office – Word, Excel, PowerPoint) for reports, presentations, and data handling. Proficiency in digital marketing tools. Excellent written and verbal communication skills in English and Malayalam. 	Minimum 7 years	Experience in any Government/Semi Govt./Autonomous/PSU as per job description or any relevant sports background
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IV. Period of Contract:

The above post is temporary in nature, initially for a period of one year. The period of contract may be renewed further based performance

V. Remuneration:

Rs 46230 /-
Consolidated Pay (per month)

VI. Method of Selection

The applicants meeting the qualification and experience requirements notified shall be informed to attend a Personal Interview to be held at the office of Sports Kerala Foundation, Jimmy George Indoor Stadium, Vellayambalam, Thiruvananthapuram.

VII. Qualification

- Those applicants having qualifications equivalent to any of the prescribed qualifications should submit the Certificate issued by the employer and without such certificate, their candidature will not be considered.
- The minimum qualification stipulated for the post must be from a University/Institute recognized by AICTE/appropriate statutory authority in India/State/Central Government

VIII. Experience

- Experience acquired after the date of passing of the qualification stipulated as per item I above will only be considered
- Experience Certificates obtained from Central/State Government Departments/SAI/Companies registered under the Companies Act 1956 or Foreign Companies of equivalent status will only be considered for short listing to attend the personal interview

3. During the certificate verification process, the candidates should produce all certificates in original to establish the experience claimed in their online application, failing which they will not be permitted to attend the personal interview

IX. How to apply

1. Applicants shall submit their Bio-data in sealed cover by post / by hand to the Office of Sports Kerala Foundation, Jimmy George Indoor Stadium, Vellayambalam, Thiruvananthapuram- 695033 or forward the same to the e-mail careers.skf@gmail.com from **19/01/2026** to **30/01/2026**
2. Copies of all certificates towards proof of age, educational qualification, experience etc and a recent passport size color photograph shall be attached along with the Biodata
3. "Application for the post of Marketing Manager" shall be written on the envelope.
4. Applicants should not submit more than one application for a particular post. Application once submitted shall be final.

10. General

11. Applicants are advised to make sure that they are meeting the eligibility requirements for the post before submitting the applications.
2. If at any stage it is found that any information furnished is false/ incorrect or the candidate does not satisfy the eligibility criteria, the candidature/ appointment is liable to be cancelled/ rejected.
3. Candidates short-listed for the certificate verification / Personal interview should bring a photo identity proof (in original) like PAN Card, Aadhar, Driving License etc, and all original certificates towards proof of age, qualification, experience and their candidature will be considered on the

Strength of the original certificates. In case of failure to produce the original certificates, the candidature will be rejected.

4. Applicants who fail to produce the original certificates during the certificate verification process will not be allowed to attend the personal interview.
5. No TA/DA will be paid to the candidates for attending the selection
6. The vacancies are purely on contract basis for the period specified and Sports Kerala Foundation is not liable to offer appointment during or after the completion of contract period of the selected candidates
7. Persons convicted for criminal offences shall not be considered.
8. Applicants should be of sound health and shall satisfy the medical fitness standards as fixed by the Government. A medical fitness certificate by the Medical Officer/Civil Surgeon shall be produced at the time of appointment.
9. No correspondence regarding the rejection of application in case of ineligibility shall be entertained.
10. Any amendment, modification or addition to this advertisement will be given in the website only.
11. Candidates should furnish their e-mail ID and mobile No. in the application. The call letter for the interview shall be forwarded to the e-mail ID only.
12. For any further clarification, please contact the office in person.



Vishnu Raj P IAS
Managing Director & CEO

ANNEXURE

APPLICATION FOR THE POST OF MARKETING MANAGER

Name (in Block Letters) :

Sex :

Postal Address :

Photo

Contact No :

Email :

Age & Date of Birth :

Educational Qualifications :

Previous Experience :

Declaration

I..... here by declare that the above details are true the best of my knowledge.

Signature of Applicant