

Tata McGraw Hill Education Pvt. Ltd.
Recruitment Opportunity – 2013 Batch
(Only for Unplaced Students)

Company	:	Tata McGraw Hill Education
Date	:	21st June 2013
Time	:	9:30 am
Venue	:	E-2 Auditorium
Eligibility	:	B.Tech (All) / M.Sc (All) / M.Tech (All)
Cut Off %	:	70% and above in X, XII Std. 65% and above in all semesters / years at the Graduation / Post-Graduation levels.
Package	:	3.0 - 3.5 LPA CTC

Documents Required (Mandatory)

- 1. Hardboard for Writing Exam – (Must Bring)**
- 2. College ID Card (Original + Photocopy)**
- 3. Passport Size color photos - (5 Nos)**
- 4. Photocopies of all Mark sheets**
- 5. Updated Resume - (5 Nos)**
- 6. A4 sheets for rough work – (Min 10 Rough Sheets)**

Job description (Development / Sponsoring profile):

The editorial researcher is responsible for creating successful and profitable texts for the college market. In this profile, he / she will be:

- 1) Studying the syllabus of the given course as offered in technical universities across the country
- 2) Analysing the available competition to understand its strengths and weaknesses
- 3) Connecting with professors across the country to conduct reviews in the subject area
- 4) Visiting institutions and book markets (strictly as per product requirement) to gather market intelligence
- 5) Communicating with authors and reviewers to decide on the product formula to create a successful and profitable text
- 6) Budgeting for the project
- 7) Discussing product viability with marketing and sales teams
- 8) Preparing presentations for projecting content and budget for project with Senior Management team

Job requirements:

- 1) Excellent verbal and written communication skills
- 2) Ability to work within a team maintaining team dynamics

- 3) Accountability for self and project – displaying a sense of responsibility for the project and its success and failures
- 4) Keen analytical sense to make meaning from a wide range of data
- 5) Innovation and a problem solving approach – to be able to avoid bottlenecks
- 6) Dedication to work and time management abilities
- 7) Dynamism in the workplace and display of leadership qualities

Key responsibilities:

- 1) Creating texts by providing right content and market inputs to the author
- 2) Budgeting to ensure profitable products
- 3) Adhering to project timelines

What Tata McGraw Hill offers:

- 1) Leaders in publishing in the Higher Education sector, especially for Engineering texts
- 2) Voted “Best place to work for” through a number of employee engagement surveys

Only those candidatures will be preferred who have a deep appreciation for content and are willing to contribute to the overall education of the country by designing texts that will serve to provide authentic information. The candidate must display a strong sense of integrity as he / she will be responsible for the content that the future engineers will be studying. The candidate should be able to bring innovation to the work place and display creativity leading to self and organizational development.

Best of Luck

Prof. (Dr.) Ajay Rana

Director