

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY



BIMTECH
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AACSB
ACCREDITED

JOB DESCRIPTION OF RESEARCH COORDINATOR FOR MARKETING AND RETAIL RESEARCH LAB

About BIMTECH	Birla Institute of Management Technology (BIMTECH) was set up in 1988 by the Birla Academy of Art and Culture, with support from the Birla Group of companies. It was founded by the Late Shri. Basant Kumar Birla and Smt. Sarala Birla. The institute enjoys a 37-year legacy of offering cutting edge business education with national and international accreditation. We are seeking a full-time Research Coordinator for the Marketing and Retail Research Lab .The lab focuses on studying consumer visual attention, digital shopping behavior, branding, packaging perception, and advertising effectiveness through advanced eye-tracking technology.
Position Summary	
Industry	Higher Education
Post/ Job Title	Assistant Manager– Marketing and Retail Research Lab & Institutional Digital Marketing
Job Type	1 Year Contract (Renewable based on the performance)
Job Location	Knowledge Park 2, Greater Noida, UP
No. of Position	01 (One)
Salary	No Bar for Deserving Candidates
Role	We are seeking a full-time Research Coordinator for the Marketing and Retail Research Lab
The role comes with the following Responsibilities	i. Lab Operations & Equipment Handling ● Set up, calibrate, and maintain lab hardware and software for marketing experiments. ● Conduct participant sessions including stimulus presentation, real-time gaze tracking, and data recording. ● Generate and interpret outputs such as heatmaps, gaze plots, fixation sequences, and AOI reports. ● Export and process gaze data for analysis in Excel, SPSS, MATLAB, or other platforms. ● Troubleshoot hardware/software issues and coordinate with vendor support if needed. ii. Research & Participant Support ● Assist faculty and students in designing experiments focused on visual attention, product displays, ad recall, and e-commerce interfaces. ● Prepare stimuli (images, videos, layouts), define AOIs, and manage test timelines. ● Recruit, schedule, and onboard research participants; ensure proper documentation of consent and ethics protocols. ● Maintain accurate records of sessions, data, and participation logs. iii. Lab Administration & Training ● Maintain equipment inventory, ensure software is updated, and track usage logs. ● Train student interns or new lab users on Tobii system operations, data protocols, and lab best practices. iv. Consultancy ● Explore an approximation Consultancy projects in the Retail industry. ● Supervise the operation of the consultancy projects. v. Digital Marketing Initiatives ● Work closely in sync with the Digital Marketing Team, Plan and execute digital marketing campaigns across social media, website, and email platforms. ● Create and manage content for LinkedIn, Instagram, Facebook, YouTube, and other digital channels. ● Develop promotional materials, creatives, presentations, and campaign strategies for institutional branding. ● Monitor website updates, digital engagement, analytics, and online visibility initiatives. ● Coordinate with internal departments and external agencies for branding and communication activities. ● Support admissions, outreach, events, and promotional campaigns through digital platforms.
Preferred Eligibility Conditions	● Bachelor's Degree in Commerce or Business Administration in Marketing ● Master's /MBA degree in Management with specialization in Marketing/Retail
Desired Skills	● Prior experience with Behavioural labs, user studies, or eye-tracking research ● Familiarity with research ethics (e.g., informed consent, IRB documentation). ● Strong interest in consumer behavior, attention studies, retail/digital marketing research ● Comfortable using Tobii Pro Lab software ● Proficient in MS Excel; familiarity with SPSS or MATLAB is a plus ● Excellent organizational, documentation, and communication skills ● Knowledge of consumer psychology would be preferable
How to Apply	● Interested Candidates should apply through G-Form https://forms.gle/rTQ4bX9hMhH7522k8 or email to sonam.tyagi@bimtech.ac.in