

Business Associate: Marketing

Position Scope:

We are seeking an enthusiastic, creative, and dependable Marketing & Communication Associate to join our growing Incubation centre. In this position, you will work independently managing all the events/exhibitions/fairs, lead generation, Digital Marketing, email campaign and collaborate with our teams in each stage of marketing campaigns. Your work will include developing, growing, and expanding our marketing channels through social media outreach, blogging, and strategic planning.

Roles and Responsibilities

- Own and manage all the events/exhibitions/fairs end to end within and outside the campus.
- Manage College and school outreach, student engagement and lead generation related activities on / off-campus.
- Manage an effective relationship with schools & Colleges for future events and engagements.
- Identifying new potential ideas, products and markets. Establishing market linkages, conduct market studies, supply chain management.
- Coordinate with the agency for permissions, organizing events, lead generation and closure of activities.
- Take care of the Social Media activities, the Website including the blog and the newsletter of the Incubator etc.
- Drive our community events at the incubator such as meetups, demo days as well as corporate events.
- Develop appealing stories and content highlighting the entrepreneurs we support and the milestones of the incubation program
- Work on graphic designs, web and content
- Ensure that our digital presence is optimized (website, social media, content marketing)
- Ensure the efficient and cost-effective production of all collateral, video, print, etc.
- Work with the Leadership team to establish effective systems and processes that ensure consistently effective output
- Oversee the creation and implementation of innovative communication campaigns in support of Events, training and expos and recruit volunteers,
- Help clients market products/ services to a targeted audience

Eligibility Criteria

- A highly motivated individual looking to work for benefitting the semi-urban/rural livelihoods.
- Experience with, online applications, Digital Marketing, Google Adwords, Data Analytics etc
- Must possess superior verbal communication skills with high creativity, energy, integrity, thoughtful judgment and decision making – solid presentation skills a must
- Extensive knowledge of social media best practices and platforms
- Demonstrated ability to cultivate, build and maintain strong working relationships with start-ups, entrepreneurs, mentors, universities, research institutions, industry experts, associations and angel investors.
- Prior experience at an investment firm or incubator is preferred.

Qualification

BBA/ B.Tech/MBA

You have a good knowledge in Communication, Content creation, and/or Marketing.

1 to 2 years of experience in a business incubator / Investment firm / a start-up advisory or any kind of entrepreneurial experience would be preferred.

The above-mentioned positions will be purely on contractual basis for 12 months.

Remunerations – Rs. 18,000/- per month (consolidated) (all inclusive)

How to Apply : Interested candidates should send their updated resume along with the self-attested copies of necessary testimonials in support of the evidence of educational qualifications, and experience in one pdf file along with your latest CV through e-mail to communitymanager-aic@iiitkottayam.ac.in and cc to incubate@iiitkottayam.ac.in

Last date to apply: 17 April 2021. Due to the high volume of applications, only shortlisted applicants will receive a response from AIC- IIITKottayam Foundation. All right reserved with AIC-IIITKottayam Foundation.

Company profile:

AIC IIITKottayam Foundation (<http://icentre.iiitkottayam.ac.in/>), is a non-profit Sec.8 company. It is sanctioned under the Atal Innovation Mission scheme of Govt. of India. The centre will address the existing problems of entrepreneurs by providing them with sufficient input in terms of knowledge, guidance, mentoring, training, and demonstrations.

Mere fulfillment of the criteria doesn't entitle a candidate to be called for the Interview / further selection process. AIC IIITKottayam reserves the right to shortlist the candidates to reasonable limit based on the criteria higher than what is advertised

" AIC IIIT KOTTAYAM foundation reserves the right to cancel or not to select any individuals against this advertisement without assigning any reasons "