



**IIM Lucknow Enterprise Incubation Centre
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

NOIDA Campus @B1, Institutional Area, Sector 62, NOIDA- 201307

VACANCY NOTIFICATION

(CALL FOR APPLICATIONS)

Subject – Recruitment for the position of Marketing Manager on contract for IIML- Incubator:

IIML-incubator is hosted by IIM Lucknow supported by NSTEED, DST, GOI and UP Government.

IIML- Incubator invites applications from the interested and eligible candidates for the selection of one position of Head Investment on contract initially for a period of 2 year, which may be considered further for extension as per the need and policy of the IIML- Incubator.

The details are as follows-

Post- Incubator Manager

Compensation:

In the scale of total remuneration between Rs. (40000 to 50000) (all-inclusive) with break up available with incubator as per IIML- Incubator's policy. Additionally, medical insurance, mobile reimbursement is being considered for the working executive as per policy of the Incubator.

Qualifications:

- Graduate in Engineering / MBA Marketing
- Minimum 3 years of experience in Startup ecosystem development / Incubator / Digital media company / online media company / PR agency etc. ‘
- Age: Below 35 Years

Job description & Key responsibilities

- Managing day-to-day operation of the incubation center.
- Scouting and building pipeline of potential startups for incubation.
- Onboarding and incubation of startups.
- Designing and conducting Startup pitch.
- Startup Business pitch evaluation and screening of Application.
- To help and support marketing activities Digital and Mass Media, make strategy and adhere to the planned activities and designing MIS of all activities.
- To design marketing strategies and executing.
- Promotional activities for various programs and events of incubator

- Writing, editing and proof reading content.
- Assist in Research and creation of marketing & advertising collaterals.
- Understanding of SEM Google Adwords, Social Ads, Google Analytics
- Expert in managing paid search campaigns
- Coordinating with Digital Agencies, Creative Agencies, Social Networking Industry
- Promotion & Conduct of startup pitch day
- Excellent communication and presentation skill
- Conduct of online webinars, workshops and training programs

General Conditions:

- The candidates may forward their resume and other relevant documents (scanned copies) to e-mail incubator_hr@iiml.ac.in latest by (30th November 2020).
- All the received applications for the said post will be shortlisted and only the shortlisted candidates will be invited through e-mail to appear in the interview on the scheduled date and time.
- The candidates have to produce their bio-data along with a set of photocopies in support of their educational qualifications, experience etc. at the time of the interviews. They should also bring all testimonial in original for verification purpose.
- There will be multiple rounds of interviews as deemed appropriate by the management.
- No TA/DA or any other incidental expenses will be reimbursed for attending the interview.
- Initial appointment will be for 2 years on contract renewable further subject to satisfactory performance of the incumbent and need of the IIML-Incubator.
- The compensation will be decided out depending on qualification, experience, last drawn salary and relevant factors.
- Candidates are advised to visit the website of IIM Lucknow (www.iiml.ac.in)/ (www.iimlincubator.com) regularly for up dation, amendments and corrigenda (if any). It will be placed on Institute website only.
- IIML-Incubators reserves the right not to fill the above position, if it desires so.
- Canvassing in any form will be a disqualification.

Vice President - Operations, IIML- Incubator
Indian Institute of Management- Noida Campus B-1, Institutional Area, Sector-62, Noida