

## Walk-in-interview on 19<sup>th</sup> March 2024

Candidates are invited for the position of Executive Marketing (Contract up to 31<sup>st</sup> March 2025) in the Foundation for Innovation and Entrepreneurship Development (FIED).

Job title	Executive Marketing
Organization	IIM Kashipur Foundation for Innovation & Entrepreneurship Development, Section 8 Company under the aegis of IIM Kashipur
Nature of Post	The vacancy is to be filled up purely on a contract basis for an initial period of one year up to 31.03.2025. The contract may be extended further subject to satisfactory performance and requirement of the Institute. Performance will be evaluated at the end of the contract. This contract is not renewable automatically. The candidate will be given consolidated honorarium only (as agreed mutually) per month during the said contract period. The salary range for this position is up to INR 30000. During the period of said contract, the candidate will not be entitled to any other benefits/ facilities. During the period of aforesaid contract period either party can terminate the services by giving one month's notice without assigning any reason.
No. of Posts	One
Remuneration	Up to INR 30000/=(Consolidated)

### **Key Results and Performance Areas**

1. Drive and/or oversee digital marketing campaigns to increase the footfalls/applications to incubation programs of IIM Kashipur FIED.
2. Develop and execute digital marketing strategies to increase the visibility of the incubator and incubatees in the startup ecosystem.
3. Understand and leverage the entrepreneurship digital landscape to identify resources of value to the incubator as well as provide the team with strategic inputs from study of digital content.
4. Support in maintenance and updating hardware/software for the labs as needed. Work with the incubation team to identify the best equipment, software and vendors for labs.
5. Support users in the creation of high-quality digital and multimedia content.
6. Work towards overall startup community mobilization and outreach. Ensure that the program reaches out to relevant ecosystem stakeholders.

7. Publish and/or oversee the publishing of regular posts on IIM Kashipur FIED social media accounts.
8. Create social media strategies to increase IIM Kashipur FIED visibility on the social media platforms.
9. Design creatives for events and circulate it through social media and in IIM Kashipur FIED network.
10. Events Communications mail compilation and mail it to database.
11. Event coordination with guest/ecosystem partner/participants and take care of IT arrangements for events.
12. Work with the management team to ensure that all partner expectations and desired outcomes from the event are understood and realized.

### **Qualification and Experience**

Graduation in any stream preferably B.Tech./BBA/BCA/B.Sc. (IT)/Bachelor of Design from recognized institute; having relevant experience of at least one year in supporting organizations in developing the digital marketing campaign with an objective to increase the program outreach.

### **How to Apply**

Interested candidates are advised to APPLY ONLINE on the given link <https://forms.gle/BNZxuHkSrczr1dJo7>

Please share the copy of CV (PDF) at [fied.ram@iimkashipur.ac.in](mailto:fied.ram@iimkashipur.ac.in)

### **Selection Process**

Interested candidates for the above position may attend the walk-in interview on 19<sup>th</sup> March 2024.

**Note-** The selection committee reserves the right to select or reject candidates based on the fulfillment of the eligibility criteria, the quality of submitted materials, and alignment with the goals and requirements of the position. Decisions made by the selection committee are final and not subject to appeal.