



No. IIITMK/0082/2021

12/08/2021

REQUIRES

Indian Institute of Information Technology and Management – Kerala [IIITM-K] is a postgraduate autonomous academic institute established by the Government of Kerala. The institute is actively involved in postgraduate education, research, R&D in the areas of Information Technology. More information is available at www.iiitmk.ac.in

IIITM-K invites the applications from eligible candidates for the following post for its office at Maker Village, the largest electronic hardware incubator and ESDM facility in the country at Kochi.

<p>Job Code: HOM/082021/0082</p> <p>Name of Post: Head of Marketing</p> <p>Number of Vacancies: 1 No.</p>	<p>Description: This is marketing & sales leadership position in one of the foremost startup incubators in India. The incumbent has the opportunity to build strategies and grow the profile of Maker Village and its startups nationally and internationally. The ideal candidate will be a graduate from a top business school in India or abroad who is willing to leverage their skills and education to take up a leadership position.</p> <p>Qualification & Experience:</p> <ul style="list-style-type: none"> • MBA or PGDM/PGDBM from Indian Institute of Technology (IIT) or Indian Institute of Management (IIM) or those from top 50 NIRF institutes with 2 years of experience or management graduates from a university ranked in top 50 QS World ranking 2021 for Social Sciences and Management with 2 years of experience. <p>Experience in some or all of the following will be desirable:</p> <ul style="list-style-type: none"> • Fundraising • Startup ecosystem • Digital & social media Marketing • B2B marketing of electronics hardware services • Event Management <p>Ability to communicate well in English, Hindi and Malayalam will be desirable. Should preferably have exposure in commercial law aspects.</p> <p>Responsibilities:</p> <ol style="list-style-type: none"> 1. Manage overall marketing, partnership development and fund raising for Maker Village. 2. Building Strong brand awareness and increasing the Maker Village's market visibility including social visibility. 3. Strategize, develop and deliver market engagement activities such as events, exhibitions, conferences, seminars, webinars etc both offline and online to showcase Maker Village and its incubatees. 4. Build alliances & affiliations- with government institutions both at the Centre and State levels, industry associations such as CII, FICCI, Assocham, TiE as well as with angels, seed funds, CSR, VC firms etc
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5. Explore and develop new business avenues for Maker Village and startups.
6. Stakeholder management- including partners, sponsors, mentors, corporates, startups, investors and other critical stakeholders of the startup incubator ecosystem.
7. Support fund raising for incubates at Maker Village from external investors and setting up deal flow for seed investments.
8. Streamlining and strategizing steady contents and market engagement activities across various channels.
9. Deliver monthly reports on growth and engagement using analytical tools and adjust strategies accordingly.
10. Work closely with CEO, CEO, other Business Development team members and program management team to deliver smooth flow of the overall operations of the incubator

Remuneration: Upto Rs. 70,000/- per month depending on the qualifications and relevant experience (consolidated).

Age Limit: 40 yrs. as on date of notification.

Location: Kochi, Kerala, India

How to Apply:

Applications shall be submitted on-line latest on 25 August 2021. The application can be had from www.iiitm.ac.in/careers . Applications received thereafter shall not be entertained. The candidates must bring all original certificates/testimonials at the time of interview. The date and time of the interview will be intimated on mobile/email. The candidates are, therefore, advised to check their email regularly after the last date of receipt of application.

OTHER TERMS & CONDITIONS

1. The full-time contract appointment will be initially for a period of one year and may be extended based on the performance and requirements.
2. The candidate must ensure that he/she possesses the required qualifications and experience for the post.
3. If the documents submitted by any candidate are found incorrect/false at the time of the interview, his/her candidature will stand cancelled. If any shortcomings are detected after appointment, his/her services are liable to be terminated.
4. IIITMK has the right to reject the candidature of any candidate at any stage and the decision of IIITMK will be final.
5. IIITMK has the right to reject the entire selection/advertisement procedure at any stage and the decision of IIITMK shall be final in this regard.
6. No TA/DA shall be provided to the shortlisted candidate

Registrar