

## Job Openings at

### Jain University Incubation Centre (Jain Launchpad),

A not-for-profit company registered under Section 8 of Companies Act, 2013

*As we leap into our next phase, we are expanding our team and looking for dedicated, motivated and creative individuals ready to take up exciting challenges that create a mark on the Startup scene in the Country!*

#### **Full-time Positions Open:**

- Marketing Manager (1)

**Location:** Bengaluru

**Last Date for Application:** Oct 15, 2022 (or till the posts are filled)

**Apply here:** <https://bit.ly/workatjain>

#### **About JAIN LAUNCHPAD:**

JAIN LAUNCHPAD has a legacy of supporting and investing in startups as early as 2001. Over the years JAIN LAUNCHPAD has built a strong base in the Bangalore/Indian Startup Ecosystem with various innovative programs and events covering the entrepreneurial journey of founders from Ideation, Problem solution fit, Product-Market fit to Business Model fit and scaling growth stage startups. The Technology Business Incubator, NIDHI accelerator and NIDHI Seed Support Programs are supported by NSTEDB, DST, Govt. of India. Also, Elevate WomEN incubation program is supported by KITS, Dept. of EI, IT, BT and S&T, Government of Karnataka. JAIN LAUNCHPAD engages with startup founders at the national level and provides an end-to-end ecosystem for startups to succeed

Since the launch in 2016, Jain Launchpad has engaged with over 7000+ aspiring entrepreneurs, students and founders and has supported over 150 startups. The 70+ strong startup portfolio at Jain Launchpad has the collective valuation of INR 1500Cr with overall fund raise of INR 100Cr. Though the incubator is sector agnostic, there is a strong focus to support startups in the emerging technologies. Emphasis is also given to nurture startup founders from under-privileged regions, women led startups and student entrepreneurs.

---

## **Role: Manager - Marketing**

**Job Description:** The Marketing Manager shall be responsible for delivering innovative marketing programs and campaigns for one of the most impactful customer segments: startup companies. Creating and executing demand generation programs and campaigns, working closely with multiple internal stakeholders (including the program management, business development, advisors, mentors, etc.) as well as external parties (such as agencies, media, startup incubators, accelerators, venture capitalists, etc.,). The responsibilities include, but are not limited to:

➤ **Marketing Programs & Campaigns:**

- Build and deliver innovative, scalable and impactful marketing programs for startups, aspiring entrepreneurs and students. It includes large scale offline/online events, startup cohorts, educational webinar series, digital campaigns, third-party events partnerships/sponsorships, customer references programs, e-content.
- Craft and develop content and messaging resonating with and engaging the startup community. It includes messaging and tools focused on customers (solution videos, customer success stories, etc.) for use on the web, at live events and in customer facing programs.
- Deliver clear, consistent, and frequent communication over newsletters, blogs, website, email, social media and other offline /online media channels.
- Work closely with internal stakeholders and make sure the marketing programs are aligned with the goals of program management teams and objectives of Jain Launchpad.
- Create and successfully drive awareness, value proposition of Jain Launchpad, ultimately delivering opportunities and pipeline for the program management team.
- Collaborate closely with cross functional teams to design and implement programs, social media strategy and campaigns that positively impacts business growth and enhance Jain Launchpad's reputation.

➤ **Event Creation & Execution:**

- Research, brainstorm and codify event topics and themes for events across various topics and building communities around identified core sectors.
- Plan, manage and execute various aspects of in-person and virtual events ranging from venue scouting, selecting/managing vendors & platforms, budgeting, ticketing, and day-of-show production under evolving COVID-19 safety parameters.
- Manage logistics & deliverables (across multiple platforms) from the top down, including registration, speaker outreach, management, marketing strategy, rehearsals, attendee outreach and management, sponsorship opportunities, and day-of-show execution.

- **Monitoring Progress:** Managing the database, email and social media marketing efforts. Tracking and monitoring the performance metrics. Preparing and sharing reports about various programs, campaigns and events.

#### **Qualifications:**

- Bachelor's degree in engineering, marketing, business, or similar. A Master's Degree will be advantageous.
- A minimum of 8 years' work experience, preferably in marketing, marketing communications and/or digital/high-technology companies/product.

#### **Desired Characteristics:**

- Demonstrated success in programs and campaign execution, and/or project management
- Empathetic people manager, a trusted advisor to the team. Enjoys working with start-ups and helping them succeed
- Experience in working with startups, venture capital organizations & marketing agencies
- Expert organizational, documentation, and communication skills (written, verbal, visual)
- Comfortable working & communicating with individuals of all professional levels, including senior-level management
- Data-driven & results-driven, with a strong, competitive desire to win
- Creative thinker who pushes the limits
- Meet tight deadlines and maintain composure in high-pressure situations
- Exceptional at learning on the fly and tackling new projects with little or no guidance

**Remuneration:** Compensation will range between INR 60,000-INR 75,000 per month based on relevant experience and suitability/fit.