

Incubation Manager at MOTION CoE



Job Title: Incubation Manager

Location: Pune, Maharashtra

No. of Posts: 1

Start date of receipt of applications: 12th August, 2021

Last date of receipt of applications: 02nd September, 2021.

Nature of Appointment: The vacancy is proposed to be filled-up purely on contract basis for a period of three years which will be renewed on performance basis every year. The appointment shall come to end on the expiry of the contract period.

Age limit: Less than 40 years as on the last date of submission of application. Further, suitable candidates may be given age relaxation.

Eligibility Criteria-

(a) Educational and other qualifications-

- Essential: Graduation.
- Preferrable: Post Graduation in Management or Mass Communication would be preferrable.

(b) Work Experience

- Essential: AIC STPINEXT INITIATIVES is looking to hire an individual with impeccable track record with 2+ years of experience in management, client building, engagement with consumers and managing operations. Experience in diversified roles would be preferred.
- Demonstrated ability to cultivate, build and maintain strong working relationships with start-ups, entrepreneurs, mentors, universities, research institutions, industry experts, associations, chamber of commerce & industries, state & central government, and angel investors.

Job Description: Selected candidate shall be part of the Core Incubation Team at MOTION CoE and would lead the following activities:

- To manage and run incubation center's day-to-day operations.
- Work closely with the HoC /CEO/COO to design, develop and run Incubation / Acceleration program and shall develop vision, strategy and business model to achieve the objectives.

- Develop and execute strategy for CEO/COO for implementation of strategy, review, outreach, scouting, evaluating, selection and on-boarding of quality and innovative start-ups and plan for continuous improvement.
- Manage the day- to- day interaction with the Incubatees and provide continued strategic guidance to entrepreneurs in areas such as business modeling, sales, and marketing, financing, fundraising, overall strategy, operations etc.
- Good understanding and access to the entrepreneurship ecosystem to provide high-quality mentor and advisory support to entrepreneurs.
- Organizing demo days, seminars, training workshop, mentoring sessions with startups.
- Enhance MOTION brand visibility by publishing startup success stories on internet and social media. Work on the brand management, identify current brand positioning and design research-based brand positioning strategy.
- Oversee intake, scoping, capacity planning, and execution workflow for digital marketing and lead generation activities.
- Identify and share best practices for audience targeting and database hygiene, email/digital marketing strategy, events, tracking instrumentation and digital channel measurement.
- Deliver clear, consistent, and frequent communication with Marketing and Events stakeholders to ensure ongoing clarity on strategy, tactics, goals, and performance for digital channels.
- Provide information for management reporting and prepare reports as necessary.

Key Skills:

- Empathetic people manager, a trusted advisor to the team.
- Enjoys working with start-ups and helping them succeed.
- Strong attention to detail.
- Proven track record of creating and executing integrated marketing lead generation campaigns using tactics that include live and/or virtual events, webinars, lead nurture programs, and CRM/sales insights.
- Track record of developing and managing multiple marketing programs simultaneously. Has program management, campaign management exposure.

- Comfortable working in a matrixed organization, with the ability to build relationships with stakeholders and cross-functional teams including Product Marketing, Segment Marketing, Marketing Operations, Field Marketing and Sales.
- Experience working with creative and operations agencies in an outsourcing capacity.
- Excellent verbal and written communication skills.
- Excellent presentation skills.
- Comfortable dealing with CEO/COO level.
- Excellent working with Excel, PowerPoint and other productivity tools.

Compensation: Fixed and consolidated salary of **Rs. 50,000/- (Rupees Fifty Thousand only) per month**. For deserving candidates, the consolidated salary as per industry standards, may be negotiated.

How to apply: Candidates meeting the above eligibility requirements may fill up the application online at website of the company www.stpinext.in or <http://motion.stpi.in>.

Selection process:

- I. Applications received by the last date shall be screened by a duly constituted Committee. Therefore, applicants are required to go through the eligibility criteria carefully and ascertain themselves regarding their eligibility before applying.
- II. The 'screened-in' candidates shall be called for Personal Interview (or through Video Conferencing).
- III. The Candidates, at the time of personal interview, must bring their original documents for verification and one set of duly self-attested photocopies of those documents.
- IV. The Name of the Applicant in application form must be same as mentioned in the certificate of matriculation. In case the candidate has changed his name subsequent to matriculation, the evidence to that effect should be furnished at the time of interview.

Other general terms & conditions:

- I. Canvassing in any form will be treated as disqualification. Any candidate found canvassing for his candidature will be summarily disqualified.
- II. Experience in the relevant field shall be calculated after attaining the minimum essential qualification(s).
- III. Mere fulfilment of qualifications and experience requirements does not entitle candidates to be called for test and/or interview.
- IV. Candidates are advised to upload certificate of their age, educational qualifications, experience etc. while submitting online applications.
- V. In case any candidate found ineligible on any ground after his appointment, his service will be terminated immediately without assigning any reason thereof.
- VI. Candidates recommended by the Selection Committee shall be offered the appointment.
- VII. Candidates are warned that they should not furnish any false information or submit any document which is defective or fabricated or otherwise commit any act of misconduct in submitting the application form or during the course of recruitment. In case any such case is detected at any stage, the company reserves the right to stop/cancel selection/appointment and take other legal action, as appropriate, against such candidate.
- VIII. Any litigation will be subject to the jurisdiction of Delhi courts.
- IX. No TA/DA will be given for appearing interview.