



Executive – Design & Social Media

Job Location:	Entrepreneurship Development Center 100 NCL Innovation Park Homi Bhabha Road, Pashan, Pune-411008
About the Company	<p>Venture Center is a national award-winning technology business incubator. We focus on building startups that use science and technology to deliver products and services which have a considerable socio-economic impact on society. Join us if you are curious, entrepreneurial and want to make an impact.</p> <p>Venture Center is the trademark of Entrepreneurship Development Center, a not for profit incubator, based in Pune. For more information, go to http://www.venturecenter.co.in</p>

Design and Branding

- Assist the design team in designing various collaterals (including logos, signages, branding materials, posters, flyers, notices) etc for the organization
- Take a fresh look at the Venture Center campus and come up with a plan to enhance the look and feel of the campus. This would involve looking at existing signage, boards, notice boards, panels, dead space and thinking of ways of upgrading it. The ideas should align to Venture Centers branding guidelines and convey our mission to our stakeholders.
- Help with creating reports, coffee table books which we regularly put out
- Video editing and assist with video production (shooting, editing, etc)

Social Media

- Study the impression of existing branding of Venture Center in the market and amongst targeted clients/beneficiaries.
- Design campaigns to increase engagement on our socials.
- Maintain a social media calendar by working with various stakeholders within VC.
- Keep up to date with various trends and come up with ways to use them in line with VC philosophy
- Analyzing user interactions and getting feedback on how to improve it.

Candidate Profile

- Experience with design software: Canva, CorelDraw, InDesign, Adobe Photoshop, Illustrator etc
- Knowledge of video editing software – iMovie, Final Cut, or Windows Live
- Experience with social media marketing preferred. Should be well versed with LinkedIn and Twitter primarily. Instagram, Facebook, Youtube experience will help.
- Good understanding of social media metrics and ability to present data
- Word press experience will be a plus
- Ability to work independently and complete assigned tasks within identified time frames



Employment Status	<ul style="list-style-type: none">• Full time work from office opportunity
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General requirements and expectations from Venture Center employees:

Venture Center is a non-profit organization with aims to benefit society by promoting entrepreneurs and start-ups. Thus, Venture Center seeks employees and consultants who have a strong interest and passion in seeing technology innovators, entrepreneurs and start-ups succeed, and have a strong "service" ethos.

A strong feature of Venture Center jobs is the rich learning environment and opportunity provided to employees to experiment, take initiative and be creative. The work of most employees has visible impact which can be satisfying. All employees benefit from access to high quality facilities and work environments. Compensation packages can be flexible but are often conservative due to Venture Center's non-profit status.