



### Job Details for Manager/Sr Manager-Marketing & Lead Generation

<b>Job Location:</b>	Pune	<b>Job Code:</b>	NCL-VC/1617/09/03
<b>About the Company</b>	<p>The Venture Center is a technology business incubator specializing in technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences &amp; engineering. Venture Center strives to nucleate and nurture technology and knowledge based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is the trademark of Entrepreneurship Development Center, a not-for-profit company, based in Pune. For more information, go to <a href="http://www.venturecenter.co.in">http://www.venturecenter.co.in</a></p>		
<p><b>Job Description</b></p> <ul style="list-style-type: none"> <li>• Act as a nodal person for a) marketing, impact reporting, visibility etc, b) planning and executing major campaigns/ events, c) other new initiatives.</li> <li>• Plan the marketing strategy, branding, marketing collaterals, campaigns, etc Take charge of the Venture Center's online presence and communication strategy. Develop mechanisms to communicate more effectively with key stakeholders. Develop impact reporting platforms and organize data collection for the same. Maintain relations with the media.</li> <li>• Plan, raise support for and execute campaigns and events. Ensure adequate coverage and visibility. Ensure strategic planning of select events.</li> <li>• Conceptualize, plan, gather support for and operate accelerator programs.</li> <li>• Contribute to new initiatives and events planned especially aimed at entrepreneurs and innovators.</li> <li>• Any other activities necessary to support and strengthen the marketing, business development, visibility, new initiatives activities etc</li> </ul>			
<p><b>Candidate Profile</b></p> <ul style="list-style-type: none"> <li>• Strong educational background with min 4 year degree or above</li> <li>• Strong work experience and track record relating to marketing, advertising, campaigns, etc</li> <li>• Interest and passion for nurturing technology innovation/ entrepreneurship.</li> <li>• Further work experiences and/or qualifications in business management/ IP management/ project management/ law and agreements/ tech transfer/ incubation would be a plus.</li> <li>• Excellent communication skills; Experience in professional/ scientific writing/ proposal</li> </ul>			



writing etc would be a plus. Any experience mentoring students/ interns/ junior colleagues etc would also be a plus.

- Will be expected to be a self-starter who can work with minimum supervision and efficiently deliver project goals.

**Employment Status**

Full Time

**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. Employees enjoy access to benefits of NCL Staff Recreation Club.
- General requirements include: a) strong ethical standards and work ethics, b) comfort with computers, computer applications and internet, c) strong communication skills – spoken and written.
- Venture Center's working hours are 9 AM – 5.30 PM (Monday to Saturday) and are designed to keep operations of Venture Center convenient for the start-ups, entrepreneurs, inventors and others that the organization serves. Managers in certain functions are provided the opportunity to avail of flexible hours. All jobs are located at Pune, Maharashtra, India.