Employment Notice 1/2023/STPINEXT/EP-BHUBANESWAR

The company hereby invites online applications from the eligible candidates for filling up vacancy of Manager (Program) for Electropreneur Park (EP) at Software Technology Parks of India (STPI), Bhubaneswar.

The vacancy is proposed to be filled up purely on contract basis for a period of one year or co-terminus with Centre of Entrepreneurship (CoE), whichever is earlier, which may be renewed based on performance subject to extension of project tenure.

For detailed information and to submit online application for the afore mentioned vacancy candidates may visit the website of the company www.stpinext.in or https://bhubaneswar.stpi.in or https://bbs.electropreneurpark.in or www.stpi.in

Last date for submission of application is 21 days from the date of publication of this employment notice.

AIC STPINEXT INITIATIVES
(A Section 8 Company incorporated by   )
STPI Elite Building, IDCO Plot No.2/A,
Industrial Area, PO: Malipada, Gothapatna, Khorda
Bhubaneswar-751003, Tel.No..0674-2623000,
URL:www.stpinext.in, https://bbs.electropreneurpark.in

Employment Notice 1/2023/STPINEXT/EP-BHUBANESWAR

The company hereby invites online applications from the eligible candidates for filling up vacancy of Manager (Programs) for Electropreneur Park (EP) at Software Technology Parks of India (STPI), Bhubaneswar. The eligibility of the candidates, selection process and general terms & conditions are here under:

Name of the Post	**Manager (Program)**
No. of Post(s)	**01**
Nature of appointment	The post is proposed to be filled up purely on contract basis for a period of 1 year or co-terminus with CoE, which may be renewed based on performance, subject to extension of project tenure.
Age Limit	Less than 45 years as on the last date of submission of application. Further, suitable candidates may be given age relaxation.
Educational Qualification	MBA/Graduate from a recognized and reputed Institute/ University.
Work Experience	3 to 8 years of overall experience as business Manager with the responsibilities in marketing, brand management and community building besides standard etc. in a corporate/ association/ incubator/accelerator/Venture fund.
Job description	Selected candidate shall be part of the Core Incubation Team at Electropreneur Park and would lead the following activities: • Creating global and local partnership, alliances with engineering colleges, angel investors, VC's and other ecosystem players • 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 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 modelling, sales, and marketing, financing, fundraising, overall strategy, operations etc. Be the first level contact to handle queries from Incubated startups and applicants • 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 Electropreneur Park 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.
	• Design and execute marketing campaigns aimed at communicating our brand message, measure &report on success of marketing campaigns.
	• 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.
	• Community Building over Digital & Social Media Channels.
	• Develop and analyze digital channel performance metrics to drive future marketing decisions and optimize lead acquisition and activation strategy.
	• Deliver clear, consistent, and frequent communication with Field 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:	Maximum fixed and consolidated salary of Rs. 60,000/- (Rupees sixty thousands) per month. For deserving candidates, the consolidated salary as per industry standards, may be negotiated.

Mode of receiving applications:

Candidates meeting the above eligibility criteria/requirement may fill up the application online at website of the company www.stpinext.in or www.stpi.in or https://bhubaneswar.stpi.in or https://bbs.electropreneurpark.in

Selection process:

1. Applications received by the last date will be first screened by a duly constituted **'Screening Committee'**. The candidates meeting the educational & other qualifications and experience, as advertised, may be screened-in by the Committee.
2. The 'screened-in'/candidates will be called for personal interview before the duly constituted **'Selection Committee'** on the scheduled date & time.
3. Selection Committee will recommend the candidate/panel of candidates, in order of merit, for appointment.

General terms & conditions:

1. The selected candidate shall report to Chief Operating Officer (COO) or STPI Jurisdictional Director as decided by the STPI Jurisdictional Director.
2. Canvassing in any form will lead to disqualification. Any candidate found canvassing for his/her candidature, will be summarily disqualified.
3. Experience in the relevant field shall be calculated after attaining the minimum essential qualification(s).
4. Mere submission of application does not entitle candidates to be called for test and/or interview.
5. STPI reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
6. If any candidate is found ineligible on any ground post his/her appointment in the company, his/her services will be liable to be terminated without assigning any reason thereof.
7. Submission of any false/misleading information, defective or fabricated document etc. by the candidate in the application form would not only lead for rejection of application of the candidate but other legal action, as deem appropriate, may also be taken by the Company against such candidate.
8. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age, academic record and relevant experience.
9. Any litigation will be subject to the jurisdiction of Delhi courts.
10. Contract may be renewed based on performance. Work location can change based on mutual agreement.