



No. IIITMK/0080/2021

06/07/2021

**REQUIRES**

Indian Institute of Information Technology and Management – Kerala [IIITM-K] is a postgraduate autonomous academic institute established by the Government of Kerala. The institute is actively involved in postgraduate education, research, R&D in the areas of Information Technology. More information is available at [www.iiitmk.ac.in](http://www.iiitmk.ac.in)

IIITM-K invites the applications from eligible candidates for the following posts for its office at Maker Village, the largest electronic hardware incubator and ESDM facility in the country at Kochi.

<p><b>Business Development Manager (Sales &amp; Marketing)</b>  (1 posts)</p> <p><b>Job Code:</b> <b>BDM/072021/0080</b></p>	<p><b><u>Qualification &amp; Experience:</u></b></p> <ul style="list-style-type: none"> <li>• MBA with a Bachelor’s degree having at least 7 years of experience in sales and marketing especially in:             <ol style="list-style-type: none"> <li>1) sourcing external funds, startup incubator/accelerator, technology equipment rental, social media, product marketing of electronics hardware or event management Experience in marketing electronics equipment services and rentals will be an added advantage.</li> <li>2) digital marketing, startup incubator/accelerator, technology equipment rental, social media, product marketing of electronics hardware or event management. Excellent understanding of digital marketing concepts and best practices, experience with social media, Google tools and SEO/SEM and skills in analyzing market research and promotion planning.</li> </ol> </li> </ul> <p>Should preferably have exposure in commercial law aspects.</p> <p><b><u>Responsibilities:</u></b></p> <ol style="list-style-type: none"> <li>1. Manage overall marketing, partnership development and fund raising for Maker Village.</li> <li>2. Building Strong brand awareness and increasing the Maker Village’s market visibility including social visibility.</li> <li>3. Strategize, develop and deliver market engagement activities such as events, exhibitions, conferences, seminars, webinars etc. both offline and online to showcase Maker Village and its incubatees.</li> <li>4. Build alliances &amp; affiliations- with government institutions both at the Centre and State levels, industry associations such as CII, FICCI, Assocham, TiE as well as with angels, seed funds, CSR, VC firms etc</li> <li>5. Explore and develop new business avenues for Maker Village and startups.</li> <li>6. Stakeholder management- including partners, sponsors, mentors, corporates, startups, investors and other critical stakeholders of the startup incubator</li> </ol>
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	<p>ecosystem.</p> <ol style="list-style-type: none"><li>7. Support fund raising for incubates at Maker Village from external investors and setting up deal flow for seed investments.</li><li>8. Streamlining and strategizing steady contents and market engagement activities across various channels.</li><li>9. Deliver monthly reports on growth and engagement using analytical tools and adjust strategies accordingly.</li><li>10. Work closely with CEO, COO, other Business Development team members and program management team to deliver smooth flow of the overall operations of the incubator</li></ol> <p><b>Remuneration:</b> Upto Rs. 70,000/- per month depending on the qualifications and relevant experience (consolidated).</p> <p><b>Age Limit:</b> 40 yrs. as on date of notification.</p> <p><b>Location:</b> Kochi, Kerala, India</p>
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**How to Apply:**

Applications shall be submitted on-line latest on 16 July 2021. The application can be had from [www.iiitm.ac.in/careers](http://www.iiitm.ac.in/careers) . Applications received thereafter shall not be entertained. The candidates must bring all original certificates/testimonials at the time of interview. The date and time of the interview will be intimated on mobile/email. The candidates are, therefore, advised to check their email regularly after the last date of receipt of application.

**OTHER TERMS & CONDITIONS**

1. The full-time contract appointment will be initially for a period of one year and may be extended based on the performance and requirements.
2. The candidate must ensure that he/she possesses the required qualifications and experience for the post.
3. If the documents submitted by any candidate are found incorrect/false at the time of the interview, his/her candidature will stand cancelled. If any shortcomings are detected after appointment, his/her services are liable to be terminated.
4. IIITMK has the right to reject the candidature of any candidate at any stage and the decision of IIITMK will be final.
5. IIITMK has the right to reject the entire selection/advertisement procedure at any stage and the decision of IIITMK shall be final in this regard.
6. No TA/DA shall be provided to the shortlisted candidate

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Registrar