



a-IDEA

Association for Innovation Development of Entrepreneurship in Agriculture
Technology Business Incubator



ICAR- NATIONAL ACADEMY OF AGRICULTURAL RESEARCH MANAGEMENT
Rajendranagar, Hyderabad, Telangana - 500 030.

Job Description for Communication Manager

a-IDEA is seeking a Communication Manager to support the communications strategies, outreach and engagement activities at a-IDEA, the Technology Business Incubator of NAARM, Hyderabad. The duration of the contractual engagement is co-terminus with the project or upto the availability of the fund for the project.

Required Qualification

- Any graduate with one year of relevant experience in building and growing online community across social media platforms and digital content development.
- Basic skills required in designing, SEO, SMM for regular online engagement.
- Candidates having experience in Business incubators, Start-up ecosystem would be more preferred
- Experience in Digital Marketing, content writing & content creation.

Roles and responsibilities

As a Communication Manager, you will be responsible for developing and implementing our Social Media strategy and content to increase our online presence and improve our outreach and public relations with incubatee, investors, and drive campaigns to attract new applicants and start-ups.

- Develop creative content and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram and YouTube, adapting and making content to suit different channels
- Develop, launch, and manage new competitions and campaigns that promote a-IDEA and its programs.
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Set targets to increase brand awareness and increase customer engagement
- Manage a budget for social media activities.

Required Skills

- A solid understanding of the use of a range of social media platforms, particularly in relation to promotions and branding of events, programs.
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques.
- Hands-on experience to handle tools for content creation for social platforms.
- Knowledge and understanding of algorithms and search engine optimization.



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- Creative skills for contributing new and innovative ideas
- Excellent team working, collaboration and networking skills
- Organizational skills, with the capacity to priorities and work across multiple projects

Consolidated emoluments: Consolidated emoluments: Rs.45,000/- per month.

How to apply:

Interested candidates may apply for the said post by sending the filled application form (Enclosed) with detailed CV and certificates to careers.aidea@naarm.in before 27th May 2022 by 5.00 PM.

Candidates are requested to put all required attachments in one file and convert it into PDF and send the same.

a-IDEA, NAARM-TBI reserves the right to fill or not to fill the post mentioned above without assigning any reasons.