



**Job Description for Program Associate**

**Required Program Associate for NAARM TBI, a-IDEA**

a-IDEA, the Technology Business Incubator of NAARM requires one Program Associate on contractual basis to look after the areas such as communication management, events. The duration of the contractual engagement is coterminous with the project. Start, up and incubation support services are encouraged to apply for these posts.

**ESSENTIAL QUALIFICATIONS AND EXPERIENCES**

**PROGRAM ASSOCIATE- Essential qualifications-** M.B.A with Specialization in Marketing/ M.A in Mass communication/ M.A in Public Relations / M.A in Journalism/ M.Sc Electronic Communication/ M.A Development communication from recognized universities of India. Candidates should have writing skills, should have soft skills in graphic designing and good communication skills for event planning, program coordination and logistics support.

**Desirable qualifications** –Candidates having past experience in working with start-up events or technology business incubators would be more preferred.

**Key Responsibility-** Communication, Program Coordination, event management, website & social media management.

**Job Description-**

Reporting to the COO; the candidate is required to handle:

- Content development for the various start up events organized under Technology Business Incubator, ability to draft press releases.
- Content management and design coordination for various communication aids including Brochures, Newsletters, and quarterly reports developing marketing collaterals for startup events.
- Content writing of program reports, proposal write-ups of the incubator, impact assessment reports and project success stories.
- Maintain and update the website of the incubator,
- Plan & execute Communication & marketing strategies for outreach of events.
- Logistics planning for events.
- Facilitate communication for PR and liaise with print and electronic media for necessary events.
- Identify relevant startup events and participate in it.
- Coordination with various vendors for logistics, hospitality, design, print and any other relevant works.
- Social Media execution – keeping all the social media accounts viz. Facebook, Twitter, YouTube, LinkedIn updated by posting visits, events, conference, partnership related activities.

Consolidated Emoluments- A consolidated remuneration of Rs.25,000/- per month will be offered. The candidates with rich experience of 1-2 years may be offered with a higher remuneration up to Rs. 30,000/-

Send your Resume to [a.idea.naarm@gmail.com](mailto:a.idea.naarm@gmail.com) latest by 30<sup>th</sup> Dec 2017. Resume are accepted only through e-mails. Shortlisted candidates will be called for the interview in Jan 2018 .No TA/DA charges will be paid for attending interviews.

**Pr. Scientist & CEO**