***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*
*https://aidea.naarm.org.in/*

## Job Description for Communication Manager

We are urgently seeking a **Communication Manager** to support our communications strategies, outreach and engagement activities at **a-IDEA, the Technology Business Incubator of NAARM, Hyderabad.**

### Required Qualification

- Any graduate with 2-years of relevant experience in building and growing online community across social media platforms.
- Basic skills required in designing, SEO, SMM for regular online engagement.

### Roles and responsibilities

As a Communication Manager, you will be responsible for developing and implementing our Social Media strategyand 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.
- 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

A consolidated remuneration up to Rs. 50,000/- per month based on the interview and experience.

### Tenure of employment
The duration of the contractual engagement is coterminous of with the project.

## How to apply:

Interested candidates may apply for the said post by sending the filled application form (Enclosed) with detailed CV to careers.aidea@naarm.in on or before 15 Days from the notification

**Candidates having experience in Business incubators, Start-up ecosystem would be more preferred.**

# APPLICATION FORM

| | | | | | |
|---|---|---|---|---|---|
| **Application for the post of :** | | | | | Latest photo copy |
| 1 | **Full Name in Block Letter** | | | | |
| 2 | **Father/Husband Name** | | | | |
| 3 | **Gender** | | | | |
| 4 | **Date of Birth** | | | | |
| 5 | **Category** | | | | |
| 6 | **Address for Communication withPIN Code** | | | | |
| | **Contact No.** | | | | |
| | **E-mail ID** | | | | |
| | **Alternative E-mail ID** | | | | |

| 7 | **Qualification**(Attach Self attested photocopies of certificate/appointment letters) | **University or Organization Name** | **Year of Passing** | **Percentage or CGPA** | **Certificates attached(Yes/No)** |
|---|---|---|---|---|---|
| | (a) | | | | |
| | (b) | | | | |
| | (c) | | | | |
| | (d) | | | | |

|  | **Other accomplishments (awards won, skill sets etc.)** |
|---|---|
| 1. |  |
| 2. |  |

**Experience** (Attach self attached photocopies of certificate/appointment letters)

| 8 | **Start Date & End Date** | **Name Organization** | **Designation** | **Duration** | **Nature work** | **Certificates attached(Yes/No)** |
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| 9 | **Experience in Incubator** | **No. of Years** |
|---|---|---|
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**UNDERTAKING**

I do hereby declare and certify that the information furnished in the application are correct and true to the best of my knowledge.

**Date.**

**Signature of the Candidate**_____