



## AgHub calls for Communication Manager

AgHub, the first of its kind Agri Innovation Hub operating in a Hub & Spoke Model, is an incubator for supporting Agritech startups and entrepreneurs in Agriculture, Agribusiness & Rural Livelihoods. AgHub calls for a Communication Manager with experience in the areas such as communication management, Program Design & Coordination, Event management, Website & Social media management.

- **Essential Qualification & Experience:**

Post graduate with MBA with specialization in Marketing or M. A in : Mass communication & Public Relations / Journalism/ Development Communication from recognized universities/ institutes of India with minimum of 55 per cent or equivalent marks in the relevant PG degree. The candidate should have at least two years of working experience in the industry. Candidates having past experience in working with start-up events or technology business incubators would be more preferred

- **Desirable:**

Candidates with proven writing skills, should have soft skills in graphic designing and good communication skills for event planning, program coordination and logistics support.

The candidate should be a team player, with age not exceeding 30 years, as on 31<sup>st</sup> Dec 2020.

- **Key Functions of Communication Manager at Ag Hub**

- Marketing, Branding & Communication of Incubator.
- Program Design & Management.
- Event Management and Logistics.
- Partnership Development & Coordination
- Coordination with network & program partners
- Digital Marketing & Manage digital channels (Web/ Social Media etc.)
- Coordination with vendors/ designers/ marketing firms & other digital service providers.

- **Roles & Responsibilities of Communication Manager- will be required to handle**

- Create a Marketing and Communication plan for Ag Hub.
- Content development & management for various communication aids & marketing collaterals including Brochures, Newsletters, and quarterly reports, fundraising letters and event flyers, press releases and other marketing and advertising materials.



- Create various formats of communication collaterals online and offline for different contexts including website and social media content.
- Content writing of program reports, proposal write-ups of the incubator, impact assessment reports and project success stories.
- Develop, Design and Manage customized programs and events for promotion of entrepreneurship
- Plan & execute Communication & marketing strategies for outreach of events & conduct Logistics planning for events.
- Develop Appropriate network and Facilitate communication for PR and liaise with print and electronic media for necessary events
- Create networking events for community building amongst startup stakeholders including startups, students and scientists & Agribusiness industry professionals.
- Identify relevant startup events and other partner's initiatives and build suitable program partnerships.
- Coordination with various vendors for logistics, hospitality, design, print and any other relevant works.
- Create, Develop and enhance the digital outreach and visibility of the incubator including website, social media
- Develop and Manage Social Media Campaigns in channels such as Facebook, Twitter, YouTube, LinkedIn by updating visits, events, conference, partnership related activities.
  
- Designation, Reporting, Job Location, Nature of Engagement & Compensation
  - Designation: titled as Communication Manager
  - Reporting to: CEO of Ag Hub.
  - Job location: Hyderabad (Requires travel as per Operational & Business requirements).
  - Nature of Engagement: Full time, Co-terminus position with Ag Hub.
  - Compensation Band: Min Salary of 35,000-40,000/- INR, depending on experience and relevance; negotiable for highly deserving candidates as per job fit.
  
- How to Apply:
  - Share Resumes- Eligible Candidates may share their Resumes along with their detailed bio-data and carry copies of their qualifications and experience and one passport size photograph at [careers.aghub@gmail.com](mailto:careers.aghub@gmail.com)



- Shortlisting of Resumes- Candidates would be shortlisted based on candidature and suitability for managing the rural innovation spokes of the incubator.
- Personal Interview- Interview (Walk-in/ Online) would be held for the shortlisted candidates tentatively during second or third week of January, 2021. Shortlisted candidates for PI will be intimated through email.

\*No TA/DA is admissible for attending the interview. AgHub reserves the right to fill or not to fill the post mentioned above without assigning any reason(s).

Note:

- ✓ Canvassing in any form or bringing outside influence will disqualify the candidates for being considered for the position.
- ✓ All correspondence for interview will be sent via email only.

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