

Applications invited for the post of
‘Associate - Marketing and Communications’
at IIT Mandi Catalyst, A Technology Business Incubator

Last Date: Feb 15

Apply here: <https://iitmandicatalyst.typeform.com/to/ETDPnl>

Launched in 2016, IIT Mandi Catalyst is the first Technology Business Incubator (TBI) in the state of Himachal Pradesh. Supported by Department of Science and Technology [GoI], HPCED, Meity and VBC Chennai, Catalyst provides incubation support to technology-based startups focused on creating value and impact in the economic and/or social sector. IIT Mandi Catalyst is looking for an enthusiastic and resourceful individual to be part of our growth story. Catalyst offers a unique set of opportunities for creativity, dynamism and career growth.

Designation: Associate -Marketing and Communications | **Location:** IIT Mandi Campus
Full time position in IIT Mandi Catalyst, a Section 8 company

Job Description

1. Create and execute a digital marketing strategy and campaigns to ensure a pipeline of startup applications for Catalyst.
2. Work with other teams to conceptualise Catalyst Events and market them effectively.
3. Content creation, copywriting and curation of communication materials such as the web site, posters, brochures, newsletters, social media updates and video stories.
4. Engage with and maintain communication with potential investors, mentors, speakers, experts, startups and government officials for various training/selection/mentorship programs/events.

Qualifications & Experience

1. Minimum graduate degree in relevant disciplines such as communication, marketing, innovation management, entrepreneurship, business management, etc. A Master’s Degree in any of the above disciplines will be advantageous.
2. At least two years’ work experience in a similar role in either corporate, startup ecosystem or non-profit organizations.

Essential Traits and Skills

1. Experience in digital media management / digital marketing / social media marketing / marketing communication / similar roles
2. Excellent interpersonal and English communication skills (written and oral)
3. Be a self-motivated team player with interest in the start-up ecosystem and/or social sector.

Desired Traits and Skills: Knowledge of entrepreneurship ecosystem and some experience in curating and executing events

Remuneration: Compensation package will be commensurate with profile experience and suitability/fit.

Contact: Write to us for clarifications at iitmandicatalyst@gmail.com

Terms and Instructions

1. Only shortlisted candidates will be contacted/informed through email.
2. Catalyst reserves the right to fill up the post, not to fill up the post or cancel the advertisement in whole or partly without assigning any reason. The company also reserves the right to place a limit on the total number of candidates to be called for written test/or interviews. The decision of the company in this regard will be final.
3. Documentary evidence in support of all educational and professional qualifications will be required to be produced when specified.
4. The company can verify the antecedents or documents submitted by a candidate before appointment, at the time of appointment or during the tenure of the service. In case it is detected that the documents submitted by the candidates are fake or the candidate has a clandestine antecedents/background and has suppressed the said information, then his/her services shall be terminated.
5. If it is found at a later date that any information given in the application is incorrect/false the candidature/ appointment is liable to be cancelled/terminated.

About IIT Mandi Catalyst

Launched in 2016, IIT Mandi Catalyst is the first Technology Business Incubator (TBI) in the state of Himachal Pradesh. Catalyst offers a startup destination that is peaceful yet vibrant, low cost and yet hi-tech, and sans long commutes - probably the best place to put minds to ideas. Supported by DST [GoI], HPCED, and Vishal Bharat Comnet, Chennai, Meity, Catalyst supports technology-based startups focused on economic and/or social impacts. IIT Mandi Catalyst is a Section 8 non-profit company and hence a separate legal entity from IIT Mandi.

Since its inception in 2016-17, Catalyst has received over 500 startup applications and supported about 60 of them. Currently, Catalyst has a portfolio of about 35 startups in sectors that include renewable energy, road safety, disaster management, agrotech, edutech, ad-tech, health-tech, travel management and others. Catalyst also focuses on enabling technology-based solutions for economic and social problems facing Himalayan region. We maintain a co-work office space facility for startups with has a capacity of about 50 seats. Residential facilities are also provided to startups based on availability. Other than regular training and mentoring for startups, Catalyst hosts an annual event titled 'Himalayan Startup Trek', a two-day event that attracts startups, investors and experts in large numbers from across India.

Website: www.iitmandicatalyst.in

Facebook: <https://www.facebook.com/iitmandicatalyst/>,

LinkedIn: <https://www.linkedin.com/company/13298508/>