



AgHub Foundation
Administrative Building, PJTSAU,
Rajendranagar, Hyderabad, Telangana - 500 030



AgHub calls for Communication Manager

Ag-Hub, the first of its kind Agri Innovation Hub, is an incubator for supporting startups and entrepreneurs in Agribusiness. Ag-Hub calls for a Communication Manager with experience in the areas such as communication management, Program Design & Coordination, Event management, Website & Social media management.

The Applicant should be qualified in 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.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.

Candidates having past experience in working with start-up events or technology business incubators would be more preferred. The candidate should be a team player, with age not exceeding 30 years.

Key Functions of Communication Manager at Ag Hub

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



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Roles & Responsibilities of Communication Manager- is expected 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 AgHub.

Job location: Hyderabad (Requires travel as per Operational & Business requirements).



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Nature of Engagement: Full time, Co-terminus position with AgHub.

Compensation Band: Salary of 48,000/-INR per month.

How to Apply

Share Resumes- Eligible Candidates may share their Resumes at careers.aghub@gmail.com latest by 18th May 2023 5:00 PM.

Shortlisting of Resumes- Candidates would be shortlisted based on candidature and suitability for managing the incubator

Personal Interview- A Personal Interview would be held for the shortlisted candidates on tentatively during last week of May 2023. Shortlisted candidates for PI will be intimated through email. Bring detailed bio-data and copies of qualifications and experience and one passport size photograph.

*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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