



NAME OF ORGANISATION: Villgro Innovations Foundation

POSITION: Associate Marketing

EXPERIENCE: Fresher to 2 years

EDUCATION: Graduation/Post Graduation

LOCATION: Bangalore, Karnataka

REMUNERATION: Commensurate with experience

JOB RESPONSIBILITIES: Associate – Marketing Function:

As Associate – Marketing, your activities will involve:

Executing on the marketing communications strategy through competitive research, platform determination, benchmarking, messaging and target audience identification. This will involve but not be limited to the following:

Content Creation & Dissemination:

1. Write engaging, interesting and compelling copies for dissemination across various mediums
2. Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages ecosystem players to take action.
3. Repurpose content on the basis of needs, media and target audience.

Identifying & Acting on New Leads & Trends:

4. Analyse media trends in the impact space and apply them for Villgro and its incubatees.
5. Identify influencers, pages, groups, and potential partners on digital media.
6. Identify new media mixes to diversify Villgro's reach.

Website Management

7. Coordinate with internal teams in order to ensure Villgro's website has updated, relevant information.

Email Marketing

8. Newsletter design and dissemination
9. Developing targeted email content per stakeholder group

Vendor Management

10. Manage multiple vendors like graphic design, production, for receiving competitive quotations, thorough briefing, overseeing timely execution and delivery, payments, etc.

How to apply: Fill in Villgro's Centralized Application Form.

Meanwhile, a little bit more about us:

Villgro is India's oldest and one of the world's largest social enterprise incubators. We support innovative enterprises that solve critical issues faced by the poor. We provide funds (grant/equity), mentors, networks and resources to innovative social enterprises in sectors such as education, health, agribusiness and renewable energy.

Since our inception in 2001, we have incubated over 300 social enterprises with seed funding of INR 573 million. These social enterprises have generated 4000+ jobs and secured INR 1796 million in follow-on funding to impact over 19 million lives. Villgro fosters an open culture where each member can express his/her views and opinions based on merits and objectivity. We are a small, but highly committed team of 27 and we thrive on collaboration.

We are an equal opportunity employer and extremely committed to fostering workplace equity. (Brag alert) Villgro has won the prestigious DivHersity Awards as a recognition for this!

Villgro alumni have gone on to found social businesses, study at Ivy League and Indian B-schools and public policy institutes, head other accelerators and incubators, but most importantly - they have become voices of change. We are committed to providing the same exposure, learning and experiences to help you shape your career. Most of these will begin with some chai-coffee overlooking the beautiful sunset at our lovely office terrace in Bangalore, or in our bustling & green courtyard at the IITM Research Park in Chennai.

If you are the right candidate, you will resonate with many of our values,

- *Empathy*- we are customer-centric and collaborative, yet assertive.
- *Entrepreneurial*- we seek progress and want to get things done!
- *Boldness*- we voice our views and respect others'. We fail fast, learn fast.
- *Integrity*- we demonstrate transparency and honesty in every transaction.

For further information, please visit our website at <http://www.villgro.org>