



CONSULTANT

Government Accelerator Programmes

Experience: Fresher to 2 years

Education: Graduation/Post Graduation

Technical Skills: Canva and adobe photoshop/illustrator

Location: Chennai, Tamil Nadu

Job Responsibilities

As a Consultant, you will develop targeted digital campaigns for the following accelerator programs:

1. AWS-Startup Ramp & Ministry of Agriculture and Farmer Welfare, GoI
2. Social Accelerator - Department of Science Technology (DST), GoI
3. AFD Paris & Ministry of Housing and Urban Affairs, GoI

The roles and responsibilities for this position would include:

Content Creation & Dissemination:

- Create content for blogs, videos, and articles for dissemination across various mediums
- Research platforms to publish content as per identified target audience for each program
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages startups, ecosystem players to take action
- Design images and other social media collaterals for dissemination
- Repurpose content on the basis of needs, media, and target audience.

PR Management:

- Manage the PR agencies i.e. Yourstory and Value 360
- Develop newsletters, coffee tables, booklets
- Analyze media trends in the impact space and apply them for Accelerators and their startups.
- Identify influencers, pages, groups, and potential partners on digital media
- Identify new media mixes to diversify Villgro's reach
- Engage with national and international donor organizations

Email Marketing

- Newsletter design and dissemination
- Developing targeted email content per stakeholder group Vendor Management
- Manage multiple vendors like graphic design, production, receiving competitive quotations, thorough briefing, overseeing timely execution and delivery, payments, etc.

This role will enable you to have a greater understanding of the social enterprise ecosystem and help you shape your career in the social impact ecosystem.

Apply Now: <https://www.villgro.org/jobs>

The last day to submit your application is 15 January 2022

In case of any queries please write to us at info@villgro.org

Compensation: Commensurate with experience

About us:

Villgro is India's oldest and one of the world's largest social enterprise incubators — creating impactful, innovative, and successful enterprises in Health, Agribusiness, and Climate Action. Since 2001, Villgro has supported over 323 social enterprises that have raised over INR 4,388 million in investments and impacted over 20 million lives. Villgro was recognised as the “Top Incubator” in India by Invest India (DPIIT, GoI) in 2020. Villgro fosters an open culture where each member is encouraged to express his/her/their views and opinions. We are a small, but highly committed team of 30 and we thrive on collaboration. We are an equal opportunity employer and extremely committed to fostering workplace equity. Villgro has won the prestigious DivHersity Awards as recognition for this!

An ideal candidate will resonate strongly with one or more of the following values.

- Empathetic: We walk in the shoes of our entrepreneurs and partners
- Bold: We embrace uncertainty, ambition, and believe in limitless possibilities
- Entrepreneurial: We take initiative and capitalize on opportunities
- Demonstrating Integrity: We are transparent, candid, and honest in our dealings

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