



Associate/Senior Associate - Ecosystem Development

Bengaluru, Karnataka

Villgro is looking for an Associate/Senior Associate - who is passionate about the social impact ecosystem and possesses a flair for advocating for innovations & impact. You will get to work on exciting projects like **'Samvad' - Villgro's in-house newsletter** and the ['Inventing for Impact' documentary series](#).

Roles and Responsibilities:

As Associate/Senior Associate - Ecosystem Development, your activities will involve: Executing 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:

Brand Building and Content Strategy:

- Write engaging, interesting and compelling success stories for dissemination across various mediums
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages ecosystem players to take action
- Create content for blogs, videos, website and articles for dissemination across various mediums
- Targeted Social Media Campaigns: Research platforms to publish content as per identified target audience for each program
- Collaborate with internal teams and take ownership of MarComms activities for sectoral programs



Identifying & Acting on New Leads & Trends:

- Measuring Success of Campaigns: Keep organized records of marketing metrics and results of campaigns
- Analyse media trends in the impact space and apply them to Villgro and its incubatees.
- Identify influencers, pages, groups, and potential partners on digital media.
- Identify new media mixes to diversify Villgro's reach.
- Coordinate with internal teams in order to ensure Villgro's website has updated, and relevant information.

Social Media Campaigns, Design & Email Marketing

- Targeted Social Media Campaigns: Design images and other social media collaterals for dissemination
- Newsletter design and dissemination for program campaigns
- Development & implementation of weekly plans for online communications
- Developing targeted email content per stakeholder group Vendor Management
- Manage multiple vendors like graphic design, and production, for receiving competitive quotations, thorough briefing, overseeing timely execution and delivery, payments, etc.

The ideal candidate would have:

- 2-5 years of experience in Marketing, Content and Communications
- Skilled in design software such as Canva/ Adobe Illustrator/ Adobe Photoshop
- Skilled in email marketing software such as Mailchimp
- Skilled in CMS (Content Management System) software such as Wordpress
- Video editing skills are a plus

Compensation & Benefits:

1. We pay comparably higher within the nonprofit sector and provide a performance-linked variable component.
2. All our permanent employees are provided with health insurance for themselves and their immediate family members.
3. Our mental health policy provides employees with access to subsidized professional support.
4. We actively invest in the professional development of our employees through paid training programs and workshops.



How to apply:

Apply to this role by filling this [Form](#).

We look forward to hearing from you!

Values we hold close:

Villgro alumni have gone on to found social businesses, study at Ivy League and Indian B Schools, work or found impact funds and public policy institutes. But most importantly, they have become voices of change. We are committed to providing the same exposure and experiences to help you achieve your personal and professional goals.

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

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

Read more about us at www.villgro.org

Check out our latest impact report at www.villgro.org/impact-reports/

Have a look at our portfolio companies in action <https://youtu.be/NSVuto3S9o8>

About us:

Villgro is India's foremost and one of the world's largest social enterprise incubators. Established in 2001, Villgro's mission is to make innovative, impactful businesses succeed in Health, Agribusiness, and Climate Action. Since 2001, Villgro has supported 340 social enterprises that have raised over INR 4.28 billion in investments, created 5646 jobs and impacted over 20.8 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 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 2022 as recognition for this!

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