

JOB OPENING | Manager/ Sr Manager Incubation – Special Projects & Marketing

The Opportunity:

- Work with a diverse team including start-ups, investors, industry leaders, government institutions.
- Drive awareness in all strata of the society to encourage innovation & entrepreneurship.
- Build a start-up for start-ups.
- Be a part of the foundation team that defines the strategy, processes & tools to attract innovative ideas and executes programs to nurture ideas into

Responsibilities:

1. Corporate & Ecosystem Partnerships

- Develop relationships with corporates, aiming for CSR partnership.
- Work with corporates & industry to devise new programs that assists in achieving MAGIC's goals – financial & non-financial.
- Develop pipeline of organizations/ ecosystem players that can help MAGIC expand its footprint and reach. Develop new regional & national level partners including academic institutions, startup enablers, R&D institutions, incubators.
- Network with industry experts & professionals with the objective of including new mentors to MAGIC.

2. Flagship Events & Special Projects

- Drive flagship events including MAGICx Interview Series & Learn NXT.
- Conceive new ways/ programs to engage with innovators, students & ecosystem partners to maintain high level of engagement.
- Conduct HNI, VC, Angel connects events for MAGIC startups.
- Develop a model for acceleration as a service and sales/marketing as a service.

3. Marketing & Digital Presence

- Prepare collateral (decks, creatives, videos) on MAGIC, success stories & initiatives for showcasing and publicity via conventional and digital channels.
- Enhance digital presence – Oversee & supervise vendors for website overhaul & use social media to increase traffic & eyeballs for MAGIC
- Ensure timely postings on MAGIC's social media handles – including updates, special occasions, announcements, pre & post event news.
- Leverage tagging, boosting strategies & creative material to increase visitors/ followers of MAGIC.
- Ensure regular updates on ecosystem portals/ newsletters including Startup India, ISBA and MSInS to ensure MAGIC's events reach the target audience within the startup ecosystem.

About MAGIC: We are a leading accelerator & business incubator in India. We are recognized by Maharashtra State Innovation Society (MSInS) and Ministry of MSME, Govt. of India for supporting & accelerating innovation & entrepreneurship. MAGIC is promoted & supported by Chamber of Marathwada Industries & Agriculture (CMIA). With a strong & diverse mentor network, industry connects and deep experience supporting entrepreneurship.

**MAGIC is poised for the next phase of its journey. Keep innovating and visit us at <https://magicaurangabad.com>
Email resumes to contact@magicaurangabad.com with
subject line **Manager/ Sr Manager Incubation – Special Projects & Marketing****