

**Careers @ Foundation for Innovation and Research in Science and Technology**

**Startup Incubation and Innovation Center, IIT Kanpur**

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| <b>Job Title</b>        | Manager – Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Job Level</b>        | Manager/ Sr Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Job Code</b>         | FIRST-Mgr-Mkt                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Reports to</b>       | PMU Lead/ Sr VP/ VP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Location</b>         | Nava Raipur, CG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Job Type</b>         | Full-Time, Contractual                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Tenure</b>           | 1-3 year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Responsibilities</b> | <ul style="list-style-type: none"><li>• Support the Lead Project Manager in co-ordination and marketing of processed / finished good.</li><li>• Bulk sales, Retail marketing strategies, tie-ups, promotion &amp; monitoring of sales.</li><li>• Support the PMU in all day to day tasks especially in data management and MIS</li><li>• Any other work assigned by the competent authority</li></ul>                                                                                                                       |
| <b>Travel</b>           | As and when required, across the country for project monitoring and execution as well as for coordination with geographically distributed teams                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Eligibility</b>      | MBA / PGDM (Marketing) from reputed National / International University / Institute.<br>5 years' experience in Marketing of Food products or agri-based products or similar products.                                                                                                                                                                                                                                                                                                                                       |
| <b>Desirable</b>        | <ul style="list-style-type: none"><li>• Experience in new product development, Product Management, and Marketing</li><li>• Experience handling state/ central governments projects and social sector</li></ul>                                                                                                                                                                                                                                                                                                              |
| <b>Communication</b>    | Email your <b>current resume</b> and <b>your latest passport-size photograph</b> with the <b>job code in the subject line</b> and the <b>following details</b> to <b>hr @ siicfirst. com</b><br><b>Please Note- Applications/Resumes sent to any other mail id SHALL NOT be considered for any scrutiny.</b> <ul style="list-style-type: none"><li>• Total experience</li><li>• Current Organization</li><li>• Notice period</li><li>• Total relevant experience</li><li>• Current CTC</li><li>• Current Location</li></ul> |

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