

DATE: 12.06.2022

NOTIFICATION FOR HIRING

The Tamil Nadu Technology Hub (iTNT Hub) is a Section 8 company being established under the Companies Act, 2013 by the Government of Tamil Nadu. It is India's first emerging and deeptech innovation network and works with entrepreneurs, innovators, researchers and the industry, with the support of the government, to spur innovation and create a positive impact on the world – in the process elevating the Innovation index of the state (and country).

The institution is being funded by the Government of India along with the Govt of Tamil Nadu and prominent Industry Players. Its board will be driven those from the industry. As of now, the Institute (even before launch) has close to 18 partnerships with educational institutions, 10 private sector companies, and several key international ecosystems. Therefore, all candidates will get world class experience in shaping technology leadership of Tamil Nadu and India and participate in an exciting journey.

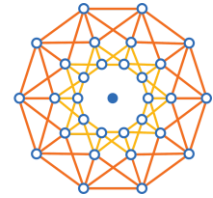
iTNT Hub has a culture of Excellence, Strong Ethics, Open mindedness and a Zero Tolerance policy towards harassment, poor work ethics or attitudes.

This is a call for applications for various posts that are open for **iTNT Hub**. Please keep an eye on our website www.tnthub.org for future openings and updates.

General Conditions of Positions

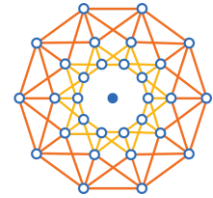
- All of the positions are based out of Chennai on a contract basis.
- All positions come with a contract period of 1 year (probation) plus 2 years extension on successful completion of probation.
- The candidates are required to join as soon as possible so preference will be given to those who can join early.

The salaries offered will be commensurate to market rates and in accordance with previous salary drawn, experience and fit to the job requirements. The following positions are open for recruitment:



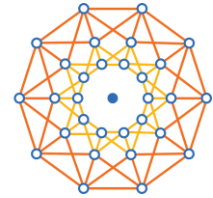
Associate Vice President, MarComm

<p>Broad Job Description</p>	<p>You will be in charge of the overall branding and marketing for the iTNT Hub. Your role will entail working with the Community Team and the Social Media team, to deliver on the outcome.</p> <p>The Primary responsibility of the marcomm team will be to ensure that the right stakeholders and benefactors of programs devised within the iTNT Hub are aware of it (and are nudged to participate).</p> <p>You should be someone who has a background in brand and marketing, has strong executional capability and has the right mix of creative and execution. Someone who is a consistent learner, will do well in this job. You will succeed if you are an outcome oriented individual.</p> <p>Need 5-7 years of experience, should have been the lead on managing and marketing a brand and should have hands on knowledge of the various aspect of brand execution leverage different channels. Should have experience managing a min of 5 people team previously.</p>
<p>Responsibilities</p>	<ul style="list-style-type: none"> • You will be responsible for the brand and Marketing of iTNT Hub. • You will manage the communications that happens via Print, TV, Radio, Social Media and also via events. • You will be responsible to ensure that iTNT Hub builds a positive brand and



reputation within the Startup, Technology and Innovation Landscape, and that the audience / benefactors of the various programs are aware of it.

- You will be responsible for the creation of demand pipeline for the various programs.
- You will also vet, and engage with appropriate partnerships where there is an opportunity to extend the brand, and build visibility for the Hub.
- You will drive the Thought Leadership Program within iTNT Hub, engaging the appropriate folks – CXOs, Entrepreneurs, Innovators, Students, Academicians, Industry Partners and build mindshare.
- You'll come up with a yearly brand and marketing plan and execute it.
- You will be responsible for the outcomes, and will create monthly, quarterly, yearly reports that align with the respective OKRs
- You will work with the facility team, to ensure that the in-venue messaging is aligned with the brand, and for the collaterals that are displayed for visitors
- You will also be responsible for delivering the up-to-date presentations and brochures on the various activities and outcomes of iTNT Hub.
- You will Liaison with the appropriate govt departments, and Industry partners whenever there are joint activities planned.
- Co-ordinating and Engaging with the Press
- You should have a strong understanding of campaigns (not just activities) and how each of the activities cater to the overall goal.
- Should be able to dabble in both B2B and B2C strategies.



Salary Range	Up to INR 15L Per Annum
Qualification	An MBA (or Equivalent Work experience) with 5-7 years of experience managing brands and marketing campaigns. Should have launched brand / marketing campaigns for at least 1 brands or product before. You should have worked with an Agency or Corporate Marcomm Team before.

Last Date to Apply : 30 June, 2022

Process for selection

- Submit your CV online – you are strongly advised to highlight your qualifications and experience that is relevant to the job description and demonstrate your fit for the job.
- The application should involve a cover letter that states your intention and why you believe you will be a good fit for this role
- There will be follow up introductory calls and assessments (online or in person)
- Assignment to gauge skillset and thought process
- Interview with 2-3 decision makers
- Letter of Employment is offered
- You respond with an acceptance letter
- Joining Process and Onboarding candidate.

Note: The Process of hiring is driven by a committee, that reviews the applications keeping in mind the needs of the Organization. As such, the decision made by the Committee on evaluation will be final.

The Process takes about 30 days, and will be notified when the first shortlist is made, and will be contacted via email and phone. Candidates who choose to join, will be expected to assume charge of these responsibilities by 1st August 2022.