

## AIC STPINEXT INITIATIVES

(A Section 8 Company incorporated by Software Technology Parks of India)  
C/o STPI, 30, Electronic City, Phase IV, Udyog Vihar, Sector 18, Gurugram, Haryana-122015



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**STPI/GGN/TECH/COE/APIA/2022-2023/1-Part(2)**

### **Employment Notice**

Applications are invited online from the eligible candidates for the position of Incubation Manager – 01 and Research Assistant – 01, for Apiary - Centre of Entrepreneurship (CoE) at Gurugram. The vacancies are proposed to be filled-up purely on contract basis for a period of Two years or co-terminus with CoE.

For detailed information and to submit online applications for the aforementioned positions, interested applicants may visit the website of the company **www.stpinext.in**, **www.stpi.in**, **https://www.apiary.stpi.in/** or **https://gurugram.stpi.in**. Last date for submission of application is **21** days from the date of publication of this notice.

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### Eligibility criteria and Job description for Appointment of Manpower for APIARY CoE in Blockchain Technology at Electronics City, Phase-IV, Udyog Vihar Sector -18, Gurugram, Haryana – 122015.

About Centre of Excellence for Blockchain Technology (APIARY): This Centre of Excellence (CoE) – APIARY, is a Startup Incubator-cum-Accelerator Programme (SIAP), being promoted by Software Technology Parks of India (STPI) under Ministry of Electronics & Information Technology (MeitY), Government of India through its subsidiary AIC STPINEXT INITIATIVES (a section 8 company) set up with a vision to foster entrepreneurship among the youth and create a knowledge & IP base in Blockchain technology. Details about the eligibility criteria and job description for different posts are given below:

1	Designation	<b>Incubation Manager</b>
	Education Qualification	MBA (Marketing) / Degree in Mass Communication or equivalent qualification
	Work Exp.	AIC STPINEXT INITIATIVES is looking to hire an individual with impeccable track record with 5-7 years of overall experience as business manager with the responsibilities Marketing, Brand Management and Community building besides standard etc.
	Age Criteria	Less than 45 years as on the last date of submission of application. Further, suitable candidates may be given age relaxation.
	Role Brief.	This role requires the candidate to be a champion at Marketing, Brand Management and Community building besides standard responsibilities of a business manager. The candidate shall be reporting to the COO Apiary and shall be responsible for smooth functioning of Centre. The candidate must have strong communication skills – written and spoken; and fair knowledge of productivity tools and digital technologies to perform assigned roles & responsibilities.
	Skills Req.	<ul style="list-style-type: none"><li>• Empathetic people manager, a trusted advisor to the team.</li><li>• Enjoys working with startups and helping them succeed.</li><li>• Strong attention to detail.</li><li>• Proven track record of creating and executing integrated marketing lead generation campaigns using tactics that include live and/or virtual events, webinars, lead nurture programs, and CRM/sales insights.</li><li>• Track record of developing and managing multiple marketing programs simultaneously</li><li>• Comfortable working in a matrixed organization, with the ability to build relationships with stakeholders and cross-functional teams including Product Marketing, Segment Marketing, Marketing Operations, Field Marketing and Sales.</li><li>• Experience working with creative and operations agencies in an outsourcing capacity.</li></ul>

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	Roles & Resp.	<p><u>Brand Management:</u></p> <ul style="list-style-type: none"> <li>• Conduct Consumer &amp; Market Research.</li> <li>• Identify current brand positioning and design research based brand positioning strategy</li> <li>• Design and execute marketing campaigns aimed at communicating our brand message</li> <li>• Communicate our brand personality internally and align CoE around foundational ideas and vision</li> <li>• Lead targeted Marketing Campaigns</li> <li>• Measure &amp; Report on success of marketing campaigns</li> <li>• Anticipate consumer trends and keep brand up to date</li> </ul> <p><u>Digital Marketing Management:</u></p> <ul style="list-style-type: none"> <li>• Lead execution of digital marketing campaigns in sync with the segment positioning &amp; messaging.</li> <li>• Oversee intake, scoping, capacity planning, and execution workflow for digital marketing and lead generation activities</li> <li>• Identify and share best practices for audience targeting and database hygiene, email/digital marketing strategy, events, tracking instrumentation and digital channel measurement.</li> <li>• Community Building over Digital &amp; Social Media Channels.</li> <li>• Develop and analyze digital channel performance metrics to drive future marketing decisions and optimize lead acquisition and activation strategy.</li> <li>• Deliver clear, consistent, and frequent communication with Field Marketing and Events stakeholders to ensure ongoing clarity on strategy, tactics, goals, and performance for digital channels.</li> <li>• The Incubation Manager in consultation with the COO and STPI Jurisdictional Director/OIC of the respective Centre of Excellence (CoE) shall develop vision, strategy and business model to achieve the objectives of the domain-specific CoE being established by STPI and implemented by AIC STPINEXT INITIATIVES.</li> <li>• The Incubation Manager will closely work with the COO and STPI Jurisdictional Director/OIC of the respective CoE and report to the CEO for implementation of strategy, review and plan for continuous improvement.</li> </ul>
	Remuneration	Maximum fixed and consolidated salary of Rs. 75,000/- (Rupees Seventy-Five Thousand Only) per month. For deserving candidates, the consolidated salary as per industry standards, may be negotiated.
2	Designation	<b>Research Assistant</b>
	Education Qualification	Bachelor's Degree (Statistics / Mathematics) and / or Certification Course in Advance Data Science and Analytics or equivalent qualification from a recognized, accredited and reputed institute/university.

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Work Exp.	AIC STPINEXT INITIATIVES is looking to hire an individual with impeccable track record with 2-5 years of overall experience as Research Assistant/Associate and champion of Statistics, Data Sciences and Analytics.
Age Criteria	Less than 40 years as on the last date of submission of application. Further, suitable candidates may be given age relaxation.
Role Brief.	This role requires the candidate to be a champion at Statistics, Data Sciences and Analytics. The candidate shall be reporting to the COO, Apiary and shall be responsible for carrying out market research, as directed. The candidate must have strong communication skills – written and spoken; and also have fair knowledge of productivity tools and digital technologies to perform assigned roles & responsibilities.
Skills Req.	<ul style="list-style-type: none"> <li>• Empathetic people manager, a trusted advisor to the team.</li> <li>• Enjoys working with startups and helping them succeed.</li> <li>• Firm grasp on financial decision making process.</li> <li>• Experience collecting, interpreting and organizing data.</li> <li>• Work experience is a must.</li> <li>• Additional certifications in data science and analytics shall be preferred.</li> <li>• Ability to prepare extensive research based report and present findings with actionable advice.</li> <li>• Attention to details and commitment to accuracy.</li> <li>• Excellent speaking and report writing skills for effective communication.</li> <li>• Ability to maintain confidentiality with respect to research reports &amp; findings.</li> </ul>
Roles & Resp.	<ul style="list-style-type: none"> <li>• Prepare Research Calendar in consultation with the COO.</li> <li>• Identify and connect with reliable data sources for research.</li> <li>• Carryout extensive qualitative and quantitative research from publicly available data sources and also from proprietary / private data sources, as required, based on research objectives.</li> <li>• Prepare a detailed research report along with actionable points and submit the same for perusal of the COO.</li> <li>• Monitor changes in business environment and keep the reports updated through periodical research and review.</li> <li>• Maintain Safe custody &amp; confidentiality of data and reports.</li> <li>• Carrying out / Helping out startups carryout research based on their business objectives, as per directions of the COO.</li> <li>• Carryout training of startups in basics of data sciences and analytics, as per directions of the COO.</li> <li>• The Research Assistant/Associate in consultation with the COO and STPI Jurisdictional Director/OIC of the respective Centre of Excellence (CoE) shall develop vision, strategy and business model to achieve the objectives of the domain-specific CoE being established by STPI and implemented by AIC STPINEXT</li> </ul>

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		<p>INITIATIVES.</p> <ul style="list-style-type: none"><li>The Research Assistant/Associate will closely work with the COO and STPI Jurisdictional Director/OIC of the respective CoE and report to the CEO for implementation of strategy, review and plan for continuous improvement.</li></ul>
	Remuneration	Maximum fixed and consolidated salary of Rs. 50,000/- (Rupees Fifty Thousand Only) per month. For deserving candidates, the consolidated salary as per industry standards, may be negotiated.

How to apply: Candidates meeting the above eligibility requirements may fill up the application online at website of the company [www.stpinext.in](http://www.stpinext.in) or <https://gurugram.stpi.in/>

Selection process:

- I. Applications received by the last date shall be screened by a duly constituted Committee. Therefore, applicants are required to go through the eligibility criteria carefully and ascertain themselves regarding their eligibility before applying.
- II. The 'screened-in' candidates shall be called for Personal Interview.
- III. The Candidates, at the time of personal interview, must bring their original documents for verification and one set of duly self-attested photocopies of those documents.
- IV. The Name of the Applicant in application form must be same as mentioned in the certificate of matriculation. In case the candidate has changed his name subsequent to matriculation, the evidence to that effect should be furnished at the time of interview.

Other general terms & conditions:

- I. Canvassing in any form will be treated as disqualification. Any candidate found canvassing for his candidature will be summarily disqualified.
- II. Experience in the relevant field shall be calculated after attaining the minimum essential qualification(s).
- III. Mere fulfillment of qualifications and experience requirements does not entitle candidates to be called for test and/or interview.
- IV. Candidates are advised to upload certificate of their age, educational qualifications, experience etc. while submitting online applications.

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- V. In case any candidate found ineligible on any ground after his appointment, his service will be terminated immediately without assigning any reason thereof.
  - VI. Candidates recommended by the Selection Committee shall be offered the appointment.
  - VII. Candidates are warned that they should not furnish any false information or submit any document which is defective or fabricated or otherwise commit any act of misconduct in submitting the application form or during the course of recruitment. In case any such case is detected at any stage, the company reserves the right to stop/cancel selection/appointment and take other legal action, as appropriate, against such candidate.
  - VIII. Any litigation will be subject to the jurisdiction of Delhi courts.
  - IX. No TA/DA will be given for appearing interview.
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