



AIC STPINEXT INITIATIVES
STPI Elite Building, IDCO Plot No.2/A, Industrial Area,
PO: Malipada, Gothapatna, Khorda
Bhubaneswar-751003, Tel. No.0674-2623000,
[URL:www.stpinext.in](http://www.stpinext.in), <https://bbs.electropreneurpark.in>



Employment Notice: 01/2026/STPINEXT/EP, Date: 20.08.2026

Job Title	Manager (Programs), EP-CoE
Nature of Appointment	The post is proposed to be filled up purely on contract basis for a period of two years or co-terminus with the CoE, which will be renewed on performance basis every year. The appointment shall come to end on expiry of the contract period.
No. of Post	1 (One)
Location	Bhubaneswar, Odisha
Age limit	Less than 45 years as on the last date of submission of application. Relaxation permissible for deserving candidates
Compensation	Consolidated remuneration Rs. 50,000/- per month (relaxation as per industry standards permissible for deserving candidates).

Last date of receipt of applications: Within 21 days of publication of advertisement.

Eligibility Criteria:-

(a) Educational and other qualifications:-

- MBA/Graduate from a recognized and reputed Institute/University.

(b) Work Experience-

3 to 8 years of overall experience as business Manager with the responsibilities in marketing, brand management and community building besides standard etc. in a corporate/ association/ incubator/accelerator/Venture fund.

Job Description: Selected candidate shall be part of the Core Incubation Team at Electropreneur Park and would lead the following activities.

- Creating global and local partnership, alliances with engineering colleges, angel investors, VC's and other ecosystem players.



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- Work closely with the HoC /CEO/COO to design, develop and run Incubation / Acceleration program and shall develop vision, strategy and business model to achieve the objectives.
- Develop and execute strategy for CEO for implementation of strategy, review, outreach, scouting, evaluating, selection and on-boarding of quality and innovative start-ups and plan for continuous improvement.
- Manage the day- to- day interaction with the Incubates and provide continued strategic guidance to entrepreneurs in areas such as business modelling, sales, and marketing, financing, fundraising, overall strategy, operations etc. Be the first level contact to handle queries from Incubated startups and applicants.
- Good understanding and access to the entrepreneurship ecosystem to provide high-quality mentor and advisory support to entrepreneurs.
- Organizing demo days, seminars, training workshop, mentoring sessions with startups.
- Enhance Electropreneur Park brand visibility by publishing startup success stories on internet and social media. Work on the brand management, identify current brand positioning and design research-based brand positioning strategy.
- Design and execute marketing campaigns aimed at communicating our brand message, measure & report on success of marketing campaigns.
- Oversee intake, scoping, capacity planning, and execution workflow for digital marketing and lead generation activities.
- Identify and share best practices for audience targeting and database hygiene, email/digital marketing strategy, events, tracking instrumentation and digital channel measurement.
- Community Building over Digital & Social Media Channels.
- Develop and analyze digital channel performance metrics to drive future marketing decisions and optimize lead acquisition and activation strategy.
- 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.
- Provide information for management reporting and prepare reports as necessary.



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Key Skills:

- Empathetic people manager, a trusted advisor to the team.
- Enjoys working with start-ups and helping them succeed.
- Strong attention to detail.
- 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.
- Track record of developing and managing multiple marketing programs simultaneously. Has program management, campaign management exposure.
- 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.
- Experience working with creative and operations agencies in an outsourcing capacity.
- Excellent verbal and written communication skills.
- Excellent presentation skills.
- Comfortable dealing with CEO/COO level.
- Excellent working with Excel, PowerPoint and other productivity tools.