

## **Job Description for Incubation Manager, Atal Incubation Centre at Great Lakes Institute of Management – Chennai**

Position Title:	Incubation Manager – Marketing, Events & Funnel Management
Organisation:	AIC Great Lakes Balachandran Foundation (Section 8 company)
Reporting to:	Sr. Incubation Manager
Location:	GLIM campus at Manamai, Chennai
Engagement:	Full time, Contractual
Duration:	3 years
Compensation:	As per organization norms

### **Background**

Great Lakes Institute of Management (also known as Great Lakes or GLIM) is a private International business school in India. It was founded in 2004 by Bala V. Balachandran, a professor at Kellogg School of Management with its first campus in Chennai. It offers one and two-year MBA programmes with global visiting faculty and international academic collaborations.

Its proposal to set up a world class incubator was approved and accepted by NITI Aayog under its Atal Innovation Mission to form the incubator jointly.

The executive shall be responsible for contributing to the overarching vision of the incubator of promoting entrepreneurship and innovation through the incubation of high impact technology driven enterprises, in the following ways stated.

### **Role of the Incubation Manager**

The Incubator can be likened to a lean startup (in its orientation and approach) which applies to the manpower as well, wherein each employee will nominally have an area of focus and primary responsibility besides which, he or she is to perform roles across functions, as may be needed.

It is envisioned that the Incubation Manager shall work with the AGBI management to ensure smooth operations of incubator.

### **Experience Required**

Prior experience of working in an incubator is desired.

Role	Responsibilities	Competencies required / Prior Experience	Reporting to	Deliverables
a. Application Sourcing and Management	1. Develop and implement strategies to source the right candidates for incubation from the startup ecosystem	Min. UG degree  Familiarity with startup ecosystem to develop and implement sourcing strategies  Prior experience in program applications management  Prior experience in Incubation management	CEO	Sourcing of startups as per the goals of the incubator  Successful conduct of application process for all applicants.
	2. Ensure that potential applicants are guided through the incubator application process			
	3. Close monitoring and reporting of the applicant's progress through the incubation pipeline.			
	4. Ensure that the incubator screening committee and incubator management have all the required information to assist in shortlisting of applicants at each stage in the process.			
	5. coordination and execution of all screening committee meetings, and preparation of necessary presentation material towards the same			
	6. Ensure that admission related documentation is completed such as incubation agreements, company registration, mentor agreement etc.			
	7. Monitor and track the unsuccessful applicants for possible supports to qualify in future.			
b. Digital Marketing and strategy	1. Drive and/or oversee digital marketing campaigns to increase the footfalls/applications to AGBI	Digital marketing experience	CEO	To create a steady pipeline of applications from enquiries

	<p>2. Develop and execute digital marketing strategies to increase the visibility of the incubator and incubatees in the startup ecosystem</p> <p>3. Understand and leverage the entrepreneurship digital landscape to identify resources of value to the incubator as well as provide the team with strategic inputs from study of digital content.</p>			To bring AGBI to the visibility of startups, mentors, corporates, investors with focus on AIMLAB and other verticals of AGBI's focus.
c. Digital multimedia studio and innovation labs management	<p>a. Support in maintenance and updation of hardware/software for the labs as needed. Work with team to identify the best equipment, software and vendors for labs.</p> <p>b. Support users in the usage of the lab equipment and monitor and track usage</p> <p>c. Support users in the creation of high-quality digital and multimedia content</p>	Experience with recording studio and multimedia studio equipment	CEO	<p>To support users with their multimedia content creation needs</p> <p>To ensure the optimum utilization of labs at the facility</p>
d. Social Media Management	<p>1. Publish and/or oversee the publishing of regular posts on AGBI social media accounts</p> <p>2. Take measures to increase AGBI social media outreach organically.</p> <p>3. Create social media strategies to increase AGBI visibility on the social media platforms</p>	Social media management experience	CEO	To publish high quality posts every month and to increase AGBI social media reach by 50% every month.
e. Event Management	<p>1. Design creatives for events and circulate it through social media and in AGBI network</p> <p>2. Events Communications mail compilation and mail it to database</p> <p>3. Event coordination with guest/ecosystem partner/participants and take</p>	<p>Min. UG degree</p> <p>Familiarities with design tools / online design platforms</p> <p>Written communication skills</p>	CEO	To successfully conduct events (external and internal) as per incubator goals for each year

	<p>care of IT arrangements for events</p> <p>4 Work with the management team to ensure that all partner expectations and desired outcomes from the event are understood and realized</p> <p>5. Work with the management team to review event budgets and record all event related financials</p> <p>6. Responsible for collecting feedback from the events and sharing with management team</p>	<p>Program/event coordination experience</p> <p>Event management experience</p>		
f. Report generation and data updation	<p>1. Timely collection and updation of incubate data/record in master database</p> <p>2. Timely updation of Incubatee and incubator data in AIM portal.</p> <p>3. Timely monthly report generation for AIM</p> <p>4. Updates on events and other data for website</p> <p>5. AGBI newsletter updates</p>	<p>UG degree</p> <p>Recordkeeping experience</p>	CEO	On-time data/record updates
g. Additional Support	<p>1. Work with management team to coordinate and manage the training events towards ensuring the progression of startups</p> <p>2. Work with the management team to ensure that newly incubated companies are made familiar with the incubator facilities usage and processes</p> <p>3. Work with the management team to ensure that any specific requirement or assistance required by a new incubatee from external partners are addressed</p> <p>4. Work with the management team to ensure that all newly</p>	Program coordination experience	As per requirement of Job	<p>a) Successful conduct of training programs as per plan and calendar</p> <p>b) Supporting the successful completion and graduation of the incubated startups, as per incubator goals</p> <p>c) Meeting successfully the AIM deliverables applicable to this role.</p>

	incubated startups are compliant with all government regulations, AIM and Incubator directives			
	5. Review of related best practices of global and national incubators, and taking necessary action to adopt relevant best practices			