

Job Description

Title:	Project Manager - Communications
Type of Position:	Full Time
Reports to:	Director (R & D)
Location:	Bengaluru
To Apply:	Send cover letter and resume to office.best@iisc.ac.in (Subject line: Application for Project Manager – Communications, BeST cluster)

BeST Overview

Establishing a sustainable innovation ecosystem requires a well-connected network of entrepreneurs, domestic and foreign private enterprises, educational and research institutions, government agencies, investors, business incubators, and technology and business mentors. This need has led to the establishment of regional innovation clusters in many parts of the world. Such innovation clusters bring together capital, expertise, and talent to foster technological breakthroughs. Innovation clusters are uniquely distinctive in their structure and operating model. The Bengaluru Science and Technology (BeST) Cluster aims to distinguish itself by aspiring towards the following overarching goals:

- Building an active network of research institutes, companies, NGOs and government bodies to promote knowledge sharing, cross-fertilization of ideas, and co-innovation (Collaboration).
- Identifying and resolving socially relevant problems, through active coordination with government organisations and NGOs (Responsiveness).
- Accelerating regional scientific and technological progress, and improving the regional innovation ecosystem, by facilitating a wider range of research initiatives, better access to funding opportunities, and greater networking and career opportunities for student communities (Competitiveness)
- Inspiring new products and technologies by coordinating efforts and financial resources and effective integration of intellectual and financial resources to create a new generation of innovative businesses (Innovation)
- Gaining a competitive advantage by improving internationalisation and boosting visibility (Globalisation)
- Promoting economic growth in the state by contributing to an increase in employment and intensification of entrepreneurial activity, and accelerating the inflow of foreign investment (Sustainability)

BeST is part of the Science & Technology clusters area major initiative under the Prime Minister’s Science, Technology and Innovation Advisory Council (PM – STIAC). The Bengaluru cluster has is being incubated by the Indian Institute of Science, Bengaluru. To further this mission, BeST is recruiting for the position of Director – Research & Development . Please see description below.

Roles and Responsibilities

Working with Director R&D and CEO to develop and deliver communications strategies across the entire spectrum of BeST initiatives: media and public relations, communications with key stakeholders (Cluster partners, Government bodies, Corporate entities and Civil Society organisations), internal communications, brand management, digital and social media and production of collaterals;

Key responsibilities include:

- Contribute to developing key messages, and creating and maintaining appropriate and consistent language, tone and terminology across all media;
- Ensure utilisation of the brand templates and writing style guide; and application of the brand guidelines to ensure consistency across all internal and external communications;
- Develop key messages to advise Cluster Members for the purpose of understanding and communicating BeST's mission, goals, objectives, etc.;
- Act as spokesperson for BeST when necessary;
- Develop and build positive relations with our stakeholders, both internally and externally;
- Help to support the wider work of the Cluster Partners by writing copy, updating content, Press releases, website enhancements or changes, helping at events and build a uniform style of communication across the various Cluster Partners with respect to BeST related communications.
- Develop a communication plan for each of the thematic areas and perform the role of an ambassador for the themes. Liaise with all necessary partners and external agencies and maintain up-to-date project management paperwork and deliver, copy, content for on and offline channels and other agreed communications activities such as events and promotional activities;
- Lead, manage and monitor the performance of the digital assets at BeST;
- Implement and manage project plans, timelines, risks, dependencies with internal & external stakeholders and budgets relating to marketing and communication activities at BeST;
- Work as a part of the BeST management team to disseminate the outcome and impact of the various programmes to internal and external stakeholders;
- Communicate project status and updates to relevant teams on a regular basis;
- Work as focal point for coordinating and creating responses to request for proposals from Government bodies, multilateral institutions and other funding agencies.

Skills and Competencies

- Demonstrated ability to work with diverse personalities from a wide variety of professional backgrounds;
- Experience working with multiple stakeholders;
- Proficient and knowledgeable in the use of current computer software and tools;
- High level of organization and attention to detail;
- Strong oral and written communication skills;
- Excellent listening skills;
- Savvy in social media handling skills;
- Excellent planning and organizational skills with good attention to detail;
- Ability to handle multiple programmes simultaneously.

Education and Experience

- PhD/MBA/PGDM/MS with a Bachelor's in STEM;
- Experience of having worked in technology based organizations, including start-ups, would be an advantage;
- 8+ years of project management experience;
- At least 4 years' experience operating as a professional within a communications or marketing environment
- Experience of working with a wide range of stakeholders;
- Understanding of statistical principles and methods for data analysis;
- Experience of working in a collaborative model of programme execution;
- Campaign management experience across a range of on and offline channels;
- Event management experience;
- Brand management experience.

- Candidates whose prior work experience have an excellent match with the skills and competencies, would be considered for the position, even if there are some variations in their education and experience parameters.

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