

**International Centre for Entrepreneurship and Technology (iCreate)**  
*An initiative of Gujarat Foundation for Entrepreneurial Excellence*

## **Position: Marketing Coordinators (RANK OPEN)**

### **Job Description**

The purpose of the job role of Marketing Coordinators is to represent iCreate at public events and exhibitions. This could include organising the logistics and promotional materials for the events, delivering presentations to groups, engaging with and educating members of the public. The role may also involve providing support and guidance to team members within the organisation. Ideal candidate for this interdisciplinary support function would need to have a flair for understanding technology and technical terms. We are seeking a high level of motivation and a self-starting attitude, and the ability to work with minimal direction and supervision. A metrics/data-driven analytical mindset of constantly measuring success and driving continuous improvement would be helpful. The job involves extensive travel within India and working with different projects and project teams from time to time.

### **Responsibilities include:**

- Responsible for representing iCreate, and iCreate's interests, at public events and exhibitions.
- Responsible for making and delivering high-impact presentations to varied audience profiles, that may include visiting national and international dignitaries.
- Event preparation and coordination, including getting and collating Registrations.
- Tracking attendance, event participation and participant feedback.
- Post-event activities, reporting and follow-up until specifically re-assigned to other departments.

### **Skills and Qualifications**

- Bachelor's degree or higher
- Prior Work Experience: Nil to 5 years
- Strong English communication and presentation skills, including the ability to effectively communicate with varied audience profiles.
- Familiarity with additional languages is desirable.
- Sharp and quick to grasp; detail-oriented with good problem-solving skills.
- Exposure to, and a flair for technology is essential.
- Ability to work independently, and as part of a team.
- Ability to work under pressure, with flexibility and enthusiasm.
- Awareness of the exhibitions and events industry would be helpful, but not an essential pre-requisite.

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## **About iCreate**

iCreate is the only institute of its kind in India, dedicated to driving excellence in innovation and entrepreneurship. Founded by Shri Narendra Modi, Hon. Prime Minister of India, iCreate offers a complete ecosystem to support tech innovation-based start-ups. Located in a 40-acre campus at Dev Dholera near Ahmedabad, iCreate makes state-of-the-art laboratory testing facilities available to budding entrepreneurs besides mentorship support and industry connects. iCreate also has a strategic partnership with CSIR, India's apex organisation for science and technology, and other leading research & entrepreneurship institutions across the world.

iCreate is an initiative of GFEE (Gujarat Foundation for Entrepreneurial Excellence), a section 8 Company under a 50:50 Public Private Partnership between GMDC Ltd. (Gujarat Mineral Development Corporation) and GEVPF (Gujarat Entrepreneurship and Venture Promotion Foundation). iCreate is governed by a Statutory Board, with members from GMDC and GEVPF. Since its inception, iCreate has been supported by a strong Advisory Board comprising of leading international and Indian stalwarts. Initially chaired by Shri Narayana Murthy, Co-founder, Infosys, the Advisory Board is now chaired by Shri Dilip Shanghvi, Founder & MD, Sun Pharmaceutical Industries Ltd. For more details, please visit: [icreate.org.in](http://icreate.org.in)

## **Approved & Authorised by:**

Name: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_\_\_

Signature: \_\_\_\_\_