



**BHAU INSTITUTE OF
INNOVATION, ENTREPRENEURSHIP, & LEADERSHIP
COLLEGE OF ENGINEERING, PUNE (COEP)**

About BIEL Institute

Located within COEP, one of the most renowned engineering colleges in Asia, BIEL is a world-class institute of innovation, entrepreneurship, and leadership. The Institute is housed in a new 21,000 square foot building, allowing students and entrepreneurs access to state-of-the-art technology, innovation labs, incubation center, co-working space, classrooms, labs, offices, and library.

BIEL Vision

An inclusive institute for entrepreneurial India focused on building socially responsible entrepreneurs and impactful startups that generate economic wealth and address complex societal needs

BIEL Approach

Provide infrastructure, programs, and services to COEP students, students from other colleges, and budding entrepreneurs to support their entrepreneurial goals

BIEL Brand Manager

- Manage print and digital branding and marketing activities including development of PowerPoint presentations, brochures, program guides and LinkedIn, Twitter, and website management
- Manage the co-working program, including identification, selection, and supervision of co-working companies
- Coordinate and manage all events, including on weekends and evenings
- Manage and develop database of startups, partners, sponsors, grant agencies, and investors.
- Support the CEO in community relations management
- Assist the CEO on various projects as needed

Preferred Qualifications and Experience

- Master of Business Administration (MBA) or Graduate degree in engineering preferred
- Minimum of 3 years of corporate work experience required, with at least 2 years in marketing and branding role
- Experience in event planning and management
- Extensive experience in developing marketing material and PowerPoint presentations
- Excellent written and oral communication skills
- Experience in research and database development
- Knowledgeable about website development and management
- Availability to work evenings and weekends is required
- Multi-tasking, goal-oriented, hard-working, positive disposition, and “can-do” attitude are very important

Salary Commensurate to experience

Interested candidates, please email your resume to jeetvijay.biel@coep.ac.in before 14 March 2016