

## InnoPark Ventures Social Media & Marketing Opportunity

### Who are we?

InnoPark Ventures is the investment arm of InnoPark Group which is a 15-year-old organization comprising highly successful tech companies with a key focus on gaming. Cozy, the crown jewel of the organization was acquired for a multi-million-dollar deal in 2017 by the world's largest gaming organisation, GVC.

[www.innopark.in](http://www.innopark.in)

### What we do.

InnoPark Ventures is an early stage venture builder that invests in tech-enabled ideas within India and abroad. InnoPark Ventures community aims to create high quality programs and global collaborations that will attract the best start-up talent from India, SEA and the middle east.

Please refer to [www.innoparkventures.com](http://www.innoparkventures.com) for more information.

### What we are looking for.

- ✚ Dynamic, high energy, happy individuals who are looking to make an impact online & offline
- ✚ Multitasker with excellent written and verbal skills
- ✚ Excellent research skills with a keen interest in the world of start-ups across the globe

### What you will be doing:

Our primary Target Audience is entrepreneurs or aspiring entrepreneurs. The social media engagements must effectively capture or pique their interest/curiosity.

#### 1. Social Media Research:

##### Areas/Topics to research on -

- Activities happening the start-up ecosystem across India and globally.
- Research on activities in Incubators and Accelerators
- Research on headline making topics in the ecosystem and post relevant content on social media.
- Effective social media campaigns amongst venture capital firms and start-up ecosystem.
- Keyword analysis for SEO (Search Engine Optimization)
- Identify start-up communities online and offline and networking events for start-ups.

#### 2. Social Media Management:

- Posts on social media channels about events, news and latest developments in the early stage investment and start-up ecosystem.
- Create awareness events to increase visibility on Facebook.
- Pre, during and post event-based social media engagement.
- Design creatives on Canva/Photoshop for Social media posts.
- Come up with effective social media management tips and tricks.
- Post social media content periodically and spend time in driving start-ups to our channels.
- Develop engaging content about InnoPark Ventures inhouse events for social media campaigning.

Contact Johannah @ 9949530415 or send in your resume to [johannah.hull@innopark.in](mailto:johannah.hull@innopark.in).