

Manager, Marketing & Communications

REPORTS TO	SENIORITY
CEO	4-10 years

MISSION

Build and run the marketing and communications function for MC² Foundation as a single-person Marketing team. Own the public brand, the Cohort 1 launch campaign, all owned media (website, LinkedIn, X, founder community), earned media (press, sectoral publications, conference panels), partner-facing communications, and the internal narrative. Translate the institutional story into a recruiting flywheel for founders, mentors, partners and senior talent. No CMO or Head of Comms above; this is the entire marketing function for Year 1 - works with an external agency.

QUALIFICATIONS

- 4-10 years marketing and communications experience, with at least 2 years owning a B2B / institutional brand end-to-end
- Demonstrable track record running launch campaigns for early-stage programmes, products or institutions - case studies of media wins required at interview
- Strong journalist relationships across Indian business + tech + sectoral press; bonus for energy / climate / deep-tech sector relationships
- Sole-contributor mindset; comfortable wearing strategy, copy, project-management and vendor-management hats simultaneously
- Excellent writing - press releases, founder narratives, LinkedIn long-form, crisis statements; portfolio required
- Working knowledge of digital marketing analytics (LinkedIn analytics, web analytics, basic UTM hygiene, mailer platforms)
- MBA-Marketing or equivalent; founder-empathy; comfortable around founders, investors, regulators and PSU leadership

KEY RESPONSIBILITIES

- Own the public brand of MC² Foundation - approved logo system, voice, visual identity; manage external creative vendors (agency, designers, video) within budget
- Plan and run the Cohort 1 launch campaign - 01 July 2026 public launch through 31 July application close - per the PR Launch Kit; target $\geq$ 300 qualifying applications + $\geq$ 8 first-tier media placements
- Run the public website (any successor domain) - content, copy, SEO basics, application portal flows; coordinate with the operating team for evergreen content updates
- Drive earned-media coverage - build journalist relationships at Tier-1 business + tech + sectoral outlets (ET, Mint, Inc42, YourStory, Moneycontrol, Petroleum Economist, Mercom, JMK Research)

- Own social channels - LinkedIn (institutional + founder voices), X / Twitter (programme + thought-leadership), YouTube (founder stories, Demo Day) - per the PR calendar in Manual 04
- Author the Cohort 1 success-story playbook - case studies, founder testimonial videos, milestone press releases, mid-cohort progress updates, post-Demo-Day funding-secured stories
- Lead Demo Day production communications - 8-week pre-event campaign, investor invitation comms, day-of media handling, post-event amplification per the Demo Day Playbook
- Manage partner-facing communications - PSU founder-partner newsletter (monthly), academic-spoke quarterly digest, Board pack input, Cohort 1 mentor newsletter
- Build and operate the crisis-comms playbook - holding statements per PR Kit Section 7, 4-hour response protocol, CEO statement pre-clearance workflow
- Lead conference and panel strategy - secure speaking slots for CEO and CIO at 3+ energy-sector conferences during Aug-Nov 2026; manage event collateral
- Coordinate senior-hire communications - signal MC² as a destination employer for the four senior permanent CEO / CIO / Mgr Partnerships / Mgr Programmes roles being hired within 3-4 months; partner with HR Manager
- Marketing analytics: media impressions, applications-funnel-conversion, social engagement, investor RSVP conversion, brand-awareness pulse

CRITICAL YEAR-1 DELIVERABLES (TIME-BOUND)

- **Month 1:** Marketing operating plan + PR calendar locked + external PR agency contracted
- **Month 1:** Cohort 1 launch press release issued (01 July 2026) per PR Launch Kit; 5 role-voice LinkedIn posts coordinated; X campaign live
- **Month 1:** Application portal + landing page copy reviewed, application-funnel analytics live (target: 250+ qualifying applications)
- **Month 2:** Cohort 1 reveal press release (01 Sep 2026) + 12 startup mini-profiles + 'Day 1' visual story
- **Month 3-4:** 3 founder case studies published; 3 conference speaking slots secured; mid-cohort progress release
- **Month 5:** Demo Day promo campaign launched (T-6 weeks); investor pre-registration > 60% of target
- **Month 6:** Demo Day media handling - Delhi + Mumbai - >= 12 press placements within 7 days of event
- **Month 6:** Cohort 1 wrap report public summary + alumni-mentor stories published
- **Month 9:** Annual brand-awareness survey delivered (energy-sector founder audience + investor audience)
- **Month 12:** Year-2 marketing plan + budget submitted to Board

SUCCESS METRICS (YEAR 1)

- >= 300 qualifying Cohort 1 applications (programme-attribution to marketing > 60%)
- >= 10 million cumulative media impressions during Cohort 1 cycle (Jul-Dec 2026)
- >= 8 Tier-1 media placements during launch month; >= 25 cumulative by Demo Day
- >= 12 cumulative press placements within 7 days of Demo Day
- >= 60% investor RSVP conversion for Demo Day (target 120-160 attendees combined)
- >= 3 conference speaking slots secured for MC² leadership
- >= 30% MoM growth in LinkedIn following for Cohort 1 cycle
- Brand recall >= 35% in energy-sector founder audience by Month 12
- Crisis-comms response time < 4 hours when triggered