



Mehran University of Engineering & Technology (MUET), Jamshoro, is a renowned educational institution committed to fostering innovation and entrepreneurship. To achieve this vision, the applications are invites for the following positions, from qualified and talented professionals to join our dynamic team and contribute to the success of **Business Incubation Center under HEC-funded project titled "Establishment of Business Incubation Center (BIC)"** to support startups and promote a culture of innovation within the region. *Positions are purely on temporary, contractual and project basis for one year, extendable on satisfactory performance till the completion of project.*

1. POSITION: Director.

Salary: Rs. 135,000/ Fixed

Position Available: 01.

KEY RESPONSIBILITIES:

- Establish the Incubation Center: Design and develop operational framework necessary for the incubation center to function effectively.
- Policy Implementation: Ensure adherence to the business incubation centers' policies formulated by the Higher Education Commission of Pakistan.
- Program Development: Create and implement programs that support the growth and development of startups, including mentorship, workshops, and resource allocation.
- Stakeholder Engagement: Liaise with internal and external stakeholders, including university management, government bodies, industry experts, and investors to build a supportive ecosystem for the incubation center.
- Team Management: Recruit, train, and manage a team dedicated to the operations, marketing, and support of the incubation center.
- Monitoring and Evaluation: Regularly assess the performance of the incubation center against the KPIs set by the Higher Education Commission and adjust strategies as necessary to improve outcomes.
- Financial Oversight: Manage the budget of incubation center, efficient use of resources and securing additional funding from various sources to support incubate projects.

REPORTING:

- Monthly / quarterly and annually reporting on progress to the university administration and the Higher Education Commission.

QUALIFICATIONS:

- Master's degree in Business Administration / Public Administration / Business Analytics / Management/ Innovation Management / Entrepreneurship or a closely related field.
- Minimum of 5 years of experience in a leadership role within an incubator, accelerator, business startup or a similar entrepreneurial support role.
- Strong linkages / connections with business incubation, trade & industry professionals across Pakistan.
- Demonstrated ability to implement strategic plans and manage large projects.
- Skilled in preparation of business plans proposals
- Strong understanding of the Business startup ecosystem, Business incubation and business development processes.
- Strong business acumen, excellent communication, interpersonal, analytical and problem solving skills, with an ability to engage effectively with various stakeholders.
- Proven track record of achieving results in a dynamic and complex environment.

PREFERRED:

- Experience in securing funding and managing budgets.
- Prior experience working with government bodies or educational institutions and business development initiatives.

2. POSITION: Business Development Officer.

Salary: Rs. 95,000/ Fixed

Position Available: 01.

KEY RESPONSIBILITIES:

- Assisting entrepreneurs/Startups in refining their ideas and developing comprehensive business plans and growth strategies.
- Conducting research to identify market opportunities, funding sources, and avenues of support for entrepreneurs/Startups, including market analysis, fundraising, and investor pitching.
- Developing tools and systems to provide ongoing support to entrepreneurs/Startups at various stages of their development.
- Helping entrepreneurs/Startups connect with potential partners and customers to foster business growth.
- Facilitating effective communication between entrepreneurs and their business partners to ensure smooth collaboration.
- Supporting the training and education of entrepreneurs to enhance their skills and capabilities.
- Identifying and capitalizing on partnership and growth opportunities to drive business success.
- Evaluating and implementing new concepts and technologies to accelerate business development processes.
- Analyzing data and trends to identify areas for improving business performance.
- Monitoring and providing support to companies throughout their development lifecycle.
- Identifying and scouting potential startups through business plan competitions, call for proposals (CFPs), and networking events.
- Developing marketing strategies and promotional materials to boost the visibility and reputation of the BIC in the entrepreneurial ecosystem.
- Organizing workshops, seminars, and networking events to facilitate knowledge sharing, skills development, and collaboration among incubates and stakeholders.
- Monitoring and evaluating the progress of incubates, addressing challenges, and offering timely assistance and guidance.
- Collaborating with the Manager and team members to develop and execute strategies for achieving key performance indicators (KPIs) and objectives.
- Contributing to the continuous improvement of BIC processes, policies, and services based on feedback and industry best practices.

QUALIFICATIONS:

- Bachelor's degree in Business Administration / Public Administration / Commerce / Bus. Analytics / Marketing, Management / Entrepreneurship, Engineering, or a related field.
- Minimum of 01-year experience in business development, sales, marketing, or startup ecosystem development.
- Strong networking and relationship-building skills, with the ability to engage and influence a diverse range of stakeholders.
- Excellent communication, presentation, and negotiation skills, with the ability to articulate complex ideas and concepts effectively.
- Entrepreneurial mindset with a passion for innovation, creativity, problem solving.
- Ability to work independently and as part of a team, with a high level of initiative and self-motivation.
- Familiarity with business incubation principles, startup funding mechanisms, and industry trends.
- Proficiency in Microsoft Office Suite and other relevant software applications.

3. POSITION: Assistant Manager Incubation

Salary: Rs. 95,000/ Fixed

Position Available: 01.

KEY RESPONSIBILITIES:

- Provide guidance and mentoring to startups on business launch, strategy selection, IP protection, and resource mobilization.
- Implement graduation or exit criteria for incubated startups, monitor their progress, and facilitate their transition out of the incubator.
- Develop and execute comprehensive marketing strategies to promote the BIC's services, attract potential startups, and engage stakeholders.
- Manage the BIC's brand identity, ensuring consistency across all communication channels and marketing materials.
- Oversee digital marketing efforts, including website management, social media marketing, email campaigns, and online advertising, to reach target audiences effectively.
- Create compelling and relevant content for various marketing channels, including website, social media, blog posts, and newsletters.
- Coordinate marketing events, workshops, seminars, and networking sessions to showcase the BIC's offerings and attract entrepreneurs, investors, and industry partners.
- Conduct market research and competitor analysis to identify trends, opportunities, and challenges in the startup ecosystem, informing marketing strategies and decision-making.
- Manage internal and external communication channels, including newsletters, announcements, and updates, to keep stakeholders informed about BIC activities, achievements, and opportunities.
- Collaborate with teams, including management, operations, and program coordinators, to align marketing and communication efforts with BIC objectives.
- Monitor and analyze the marketing campaigns and communication initiatives, using data, metrics to measure and optimize strategies for maximum impact.

QUALIFICATIONS:

- Bachelor's degree in Business Administration / Public Administration / Commerce/ Bus. Analytics/ Marketing / Management/ entrepreneurship engineering, or a related field.
- Minimum of 01-year experience in business incubation, startup support, or marketing roles, preferably in a similar industry or environment.
- Strong understanding of startup ecosystems, business development processes, and marketing principles.
- Knowledge of intellectual property protection, market research methodologies, and digital marketing techniques.
- Excellent communication skills, both written and verbal, with the ability to effectively convey information to diverse stakeholders.
- Strong organizational and project management skills, with the ability to handle multiple tasks and prioritize effectively.
- Ability to work collaboratively in a team environment and build positive relationships with internal and external stakeholders.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and website analytics.
- Analytical mindset with the ability to interpret data, track performance metrics, and make data-driven decisions to optimize marketing strategies.
- Flexibility and adaptability to thrive in a fast-paced, dynamic startup environment.

Last date for submission of application forms is 10th June 2024.

OTHER TERMS & CONDITIONS:

- Candidates employed in Government, Semi-Government, Autonomous, or Semi-Autonomous bodies must apply through proper channel with Departmental Permission (NOC). No application will be entertained without the NOC.
- Only shortlisted candidates will be called for written tests / interviews.
- The university reserves the right to cancel any advertised post(s), either wholly or in part.
- Incomplete applications will not be entertained.
- No academic or experience certificates will be accepted after the closing date.
- Canvassing in any form will disqualify the candidate.
- No travel allowance or daily allowance will be paid for appearing in written tests or interviews.
- The relevant basic degree must be registered and recognized with PEC/HEC.

APPLICATION PROCEDURE:

- Online application can be filled at website: <http://recruitment.muett.edu.pk> and submitted online, **the copy of same be downloaded and hard copy be forwarded to Director Human Resources, MUET Jamshoro** with the inclusion of a Pay Order/Bank Draft **Rs. 2500/= for Sr. No. 1 and Rs. 1500/= for other positions** in Favor of the Director Finance, MUET, Jamshoro.
- The application hard copy must coupled with detailed CV, attested photocopies of all educational / experience certificates, (Domicile, PRC, and CNIC), Matriculation Pakka Certificate, and valid PEC Registration Certificate be submitted, **To the Director Human Resources, MUET Jamshoro**, through Courier / Post, on or before the closing date, i.e. **10th June, 2024**. No by hand application will be entertained.
- No further any sort of communication after form submission will be made after the due date.
- The name of the applied post should be clearly mentioned on the top right of the envelope.
- Applications on plain paper and/or CVs will not be entertained.

Further information can be obtained from:

Email: info.hr@admin.muett.edu.pk



DIRECTOR
Human Resources
MUET, Jamshoro.