

Position: Associate – Marketing & Communications

Location: Hubballi, Karnataka. A fast-growing startup city with an excellent quality of life: minimal traffic, clean air, an airport with growing connectivity, and just 40 minutes from the Western Ghats.

Type: Full-time

Experience: Ideal candidate will have 2 to 5 years of strong marketing experience, with a demonstrable track record of campaigns, content and brand work that delivered results. A strong portfolio can make up for fewer years.

Reporting to: Lead - Marketing and Communications, Deshpande Startups

Compensation: ₹5 LPA CTC

About the role

Deshpande Startups is looking for a capable marketing professional to spearhead the work of our Marketing & Communications unit. This role carries clear ownership of what we publish, when we publish it, and how well it performs. The stories to be told are those of founders building startups for and from non-metro India.

This role is ideal for someone who:

- Enjoys both planning and execution, and is comfortable writing copy, editing video, updating the website and sending a newsletter within the same week
- Is motivated by telling authentic founder stories from non-metros rather than conventional product marketing
- Approaches marketing through the lens of audience, reach and measurable outcomes

- Is ready to take long term ownership and grow into leading the brand of India's largest platform for startups solving for Bharat

Key responsibilities

- **Touchpoint management:** Manage our social media channels, website and mailing list, covering the content calendar, publishing, community engagement, page and event updates, list segmentation and audience growth
- **Content creation:** Plan, shoot and edit video content, design creatives for campaigns, programmes and events, and write copy across social posts, newsletters, web pages, presentations and press notes in a consistent brand voice
- **Data and analytics:** Own marketing reporting, collect program data from the Programs & Community team, track performance across channels, and publish a regular reporting cadence that guides future decisions
- **Public relations:** Support the Lead - Marketing and Communications, on public relations and thought leadership execution, including media lists, briefing notes, drafts and coordination

What we're looking for

- Proven ability to independently plan and execute marketing initiatives across at least two of the following: Social media marketing, video editing, graphic design, copywriting, and email marketing, along with the willingness to learn the rest
- Clear and accurate written English; working knowledge of Kannada or Hindi is an advantage
- Strong command of data, including channel analytics, campaign tracking and accurate reporting
- High ownership mindset and the discipline to deliver on schedule
- Sound judgement on what represents the brand well

Why is this role unique?

- An ownership role with a clear path to Manager and, over time, to leading the Deshpande Startups brand. Responsibilities and title will be reviewed based on performance.
- A rare opportunity to shape the brand and voice of non-metro startup space from a platform that's already India's largest for startups solving non-metro problems
- Access to compelling founder stories from non-metro India and the opportunity to showcase the entrepreneurs shaping the next wave of innovation.
- Work with some of India's most successful entrepreneurs builders, and strategic investors in the ecosystem: from Sierra Atlantic, redBus, Sycamore, Cascade Communications, and more

Deshpande Startups is a leading incubator committed to empowering entrepreneurs solving for non-metro India. We support bold, mission-driven founders across sectors in non-metro India.

Ready to tell the stories of India's boldest founders?

Last date to apply: 25th October 2026

Apply now through the link: <https://forms.gle/9Uai7bYRiaSuS6gc6>

Fill out the application form with your CV, a short 2-minute video response to a prompt, and links that helps us understand you beyond your CV, and links to 3 to 5 pieces of your best work (videos, designs, posts, newsletters or campaigns). The portfolio is mandatory. Shortlisted candidates will receive a detailed email about the two rounds that follow.

For Enquiries: +91 96866 54749

