

Change is inevitable.

Change is constant.

In our world, the pace of change is such that the products of tomorrow are already irrelevant today. At Ideafarms we keep up with the future of the future.

We've been waiting for you!

In the world of open source, there are no more trade secrets.

Come create a buzz about pioneering ideas and projects.

Help us tell the world our story and show them our vision.

You are a storyteller. You recognize the power and potential of different mediums of communication and can exploit the reach of social media to the fullest. You know how to build and sustain a community both in the physical world and virtual world.

Your role and designation is: Outreach and Communication Lead or Lead Storyteller.

Objectives:

1. To build a community of innovators and change makers who share a philosophy of empathy and social good with Ideafarms.
2. To communicate pioneering ideas and projects at Ideafarms to the outside world.
3. To help Ideafarms position itself as a thought leader in the market.

Your responsibilities include:

1. Creating and implementing strategies for social media and communication campaigns
2. Managing all social media handles and keeping them updated
3. Organizing and participating in events to build a community both online and offline.
4. Identifying potential partners (individuals and companies) with whom we can collaborate.
5. Coordinating with all the teams within the organization to stay updated about the work
6. Building and managing relationships with customers, potential customers and partner organizations
7. Managing internal and external communication- newsletter, blog etc

Your Qualifications and Skills are:

1. 1-2 years work experience in the space of communication and outreach
2. Have launched community engagement initiatives - online forums, newsletters etc.
3. Excellent verbal and written communication skills
4. Understanding of social media
5. Ability to multitask

6. Content Management

About us:

Ideafarms is a Gurgaon based **Design-in-Tech Consulting & Advisory** that first brought the value of Industrial Design approaches to software, keeping the user's experience at the centre of all its thinking. Smartphone-powered solutions are a key strength the company invested in and developed as early as 2010.

The company's ethos combines empathy with strong technology competencies to highlight the value of *interdisciplinary* work. Ideafarms has the distinction of partnering with some of the largest global corporations to help drive strategic value through its proven approaches to problem solving. Ideafarms designs and executes short-cycle business mock-ups for its clients and customers-labelled **Design Fiction**-as a tool to help them arrive at quick and accurate investment decisions.