



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Senior Marketing Executive – Custom Programmes

Indian Institute of Management Bangalore invites applications for the position of **Senior Marketing Executive – Custom Programmes**. It is a full-time contractual position based out of Bangalore.

Job Description

The role reports into the Senior Manager -Custom Programmes. The person will identify potential customers for custom programmes and implement a “go-to market” approach for marketing of custom programmes. He / She will assist the head of custom programmes to develop marketing collaterals – case studies, testimonials, marketing brochures etc.

Role and Responsibilities:

- To perform farming & hunting with regard to revenue generation in the assigned verticals
- Will be responsible for achieving the sales target for a given set of verticals.
- Must engage with the potential customers, understand their requirements and formulate a proposal – both technical / commercial for the consideration of the customers.
- Be able to own and maintain a sales pipeline for the custom programmes.
- MIS and dashboards - creation, tracking, reporting
- Creation of content for impactful collaterals (case-studies, brochures, videos) in different formats
- Support as and when required, the research on best-in-class practices in executive education
- To interact with various functions and faculty as and when required
- To perform people responsibilities in sync with Executive Education Program Office objectives
- To develop knowledge and keep oneself updated on the assigned verticals

Minimum Qualifications:

- MBA graduate with work experience of at least 5 years preferred
- Should have a good grasp of the management concepts, frameworks and tools for the various functional areas of management and should be able to use this knowledge to relate to the customer requirements.
- Exposure to writing/proof-reading assignments desired
- Should be well-conversant with MS Office applications (Word, EXCEL, Power Point)

Candidate Requirements:

- Outbound Calling OR Customer Service experience
- Excellent communication skills and strong telephone manner

- Proven track record in a sales environment
- Good attention to detail
- Computer literate and experience in database navigation
- Ability to write detailed follow-up notes for business reporting
- Knowledge of the Executive Education or Training industry an advantage
- Mature attitude with a capability to discuss business issues
- Confident and self-motivated
- Friendly personality and team player

To apply, enclose the following:

- A cover letter
- CV with the names and contact details of three references
- Samples of work

The above positions are offered on Contract basis and renewable subsequently. Remuneration will be based on Institute norms and the applicant's qualification and experience. Only shortlisted candidates will be intimated.

Please send it to hr@iimb.ernet.in or by post to:

Chief Human Resources Officer
Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore - 560076

Closing date for the receipt of applications is August 30, 2014.