



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Requires

Marketing Assistant Post Graduate Programme in Advanced Business Analytics

The Post Graduate Programme in Advanced business Analytics (**PGP-ABA**) is a 15 months diploma programme offered in hybrid learning mode, which combines sessions delivered through Interactive Learning platform, class room based instruction, continuous evaluation and mentored project work. High degree of flexibility which allows participants to attend classes during evening hours and weekends is a distinct feature of **PGP-ABA**. The programme will constitute compulsory core courses followed by a bouquet of elective courses, which the participants can attend from any part of India.

The Post Graduate Programme in Advanced Business Analytics (**PGP-ABA**) requires a dynamic Marketing Assistant.

Job Description:

- Handle marketing communications for the programme including updating programme information on the institute's website, posting regular updates on social media, coordinating and developing of press notes and other publicity matter, tele-calling prospective candidates, organizing regular email blasts with new themes, and providing inputs for the development of new e-marketing materials.
- To coordinate organizing information seminars and other outreach activities for the programme. This includes booking venues at various cities, publishing information on the institute website and other social media platforms, raising awareness about the events, managing enrolment and organizing institute webinars for prospective candidates.
- To perform the role of initial point of contact for candidates during the admissions season; maintaining regular contact with prospective students and applicants, answering queries, and referring students to appropriate persons or information sources.
- To coordinate receipt and tracking of application materials and documents as a part of the application process; assisting in scheduling admission interviews.
- To assist faculty members and **PGP-ABA** office in admission and marketing activities.

- To handle post interview activities.
- To manage interactions with the technology implementation partner, in activities related to programme marketing and admissions.

Qualification, Experience & Skill Requirements:

- Graduate with minimum 55% and Master's Degree or equivalent in Management. MBA with Marketing background preferred.
- Should have worked minimum of 3 years in marketing/marketing research or related fields.
- Should be fluent in English and capable of handling public/external interactions successfully.
- Should be flexible to work as per the programme requirements.
- The candidate should have good knowledge of digital tools and marketing promotion activities.
- The candidate should have good knowledge of internet and MS Office tools.

Age: Max. 30 years as on the last date of application. Government of India instructions on reservation will be followed.

Salary & Allowances:

- Selected candidate will be offered a fixed term appointment initially for a period of three years on a consolidated monthly salary on CTC mode. The contract may be extended further as per the mutual convenience.

Interested candidates are advised to **APPLY ONLINE** latest by **August 15, 2019**.

[Click here to Apply](#)