



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Requires

Consultant – PGPX Corporate / External Relations Management

Indian Institute of Management, Ahmedabad (IIMA), one of the top 50 business schools in the world, with career progression rank among global top 5 is looking for “PGPX **Corporate / External Relations Management Consultant**” to help take the Program “equity” score to new heights. The role requires professionals who are passionate about the IIMA brand, involved with the PGPX program and have enormous corporate experience and networking among C-suite and HR heads across the globe to further strengthen the PGPX recognition among recruiters, potential applicants, and alumni network.

Corporate Engagement: The candidate would be expected to stay in any of the major cities (preferably Delhi, Mumbai, Bangalore or, Ahmedabad) to easily plan and execute marketing strategies to increase brand awareness of IIMA PGPX among top level executives across industries. He/She would proactively use his connections to create and nurture high level corporate relationships, increasing their engagement with the institute through events such as speaker sessions and management summits. He/She would actively identify connections and convert them into potential long-term partnerships with the institute.

Alumni Engagement: The candidate would actively work towards connecting alumni with current students through networking events. By participating regularly in alumni chapter events, he/she would encourage their involvement with the institute to guide and mentor junior batches. He/She would also actively work to identify potential buddies or career coaches from among alumni to enable students to have better career opportunities.

Strengthening the applicant pool: The candidate would participate (as necessary) in open houses (with local PGPX / PGP alum / PGPX office assistance) in major cities to attract general applications and through corporate networks, benchmark against the trends at top-notch management schools across the globe and identify improvement areas in the process to be able to attract more high quality international as well as domestic applicants.

Improvement in FT Rankings: The candidate would closely monitor the top B-Schools’ metrics for global rankings and regularly provide feedback to the PGPX program chairperson / Director of IIMA, to have the respective strategies aligned with that of the global leaders in management education wherever possible. He/She would liaise between program chairperson and the program manager to ensure proper implementation.

Expected skills:

1. Passion to take the IIMA PGPX brand to new heights.
2. Strong corporate network with C-Suite and HR Head executives across industries
3. Management Education from a premier institute - PGPX Alum with strong alumni connections will be an added qualification

4. Experience of 10+ years as a senior executive in corporate post management education
5. Proactive with go-getter attitude
6. Experience in marketing/brand building (preferred)
7. Willingness to travel frequently.

Responsibilities:

1. Leverage network to build the corporate C-Suite and HR Head executives' relationships with the institute and convert these relationships to long-term associations for summits, speaker sessions and recruitment.
2. Improve engagement with alumni and their connection with the institute for better career services for students through buddy programs and career coaching from within the alumni network.
3. Analyse international trends of top B-Schools to provide feedback on applications and liaise with program chairperson to define and implement strategies.
4. Plan for networking events, marketing campaigns and use his/her top-level corporate networks to bring in recruiters.
5. Constantly analyse trends in management education and provide actionable insights to the institute.
6. Increase applicant pool size by increasing brand awareness through open houses and corporate networking.
7. Constantly work with IIMA's Media and Marketing cell to strengthen the brand awareness of the PGPX by improving the web and media content to be on par with global leaders.
8. Will report to the PGPX Chairperson and PGPX Admission Chair and will work closely with the Placement cell (Chairperson- Placement) as well.

Salary & Allowances: Selected candidate will be offered a fixed term appointment initially for a period of one or two years on a consolidated monthly salary on CTC mode. However, it is extendable upon mutual agreement on conditions. Compensation will be competitive as per current senior management emoluments in the industry.

Interested candidates are advised to **APPLY ONLINE** latest by **April 30, 2019**.

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