



## INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

### *Requires*

### **Marketing Associate - Executive Education**

Executive Education Programmes of IIM Ahmedabad plays a vital role in strategically building relationships and credibility with external stakeholders. Each programme is designed to address the distinct needs of specific executives at various points in their career, helping them up-skill and progress. This is a unique, creative opportunity for the right candidate to promote relevant and interesting programs among the management community, to gain valuable experience of the corporate and organized sectors, and of the Executive Education business in India.

#### **Job Description:**

- The Marketing Associate is responsible for Executive Education revenues by building a pipeline of Customized programmes, both short term and long term for companies / government across industries as well as functional areas in Executive Education.
- Strategic responsibilities include handling enquiries from various companies and government with regards to developing long and short term programmes for them.
- Responsible for processing the incoming enquiries and closing them into programmes appropriately.
- To work closely with faculty chair(s) in terms of designing the proposals / contents of the programmes.
- Marketing Associate would also be responsible for submitting Expressions of Interests, tenders, request for proposals for the government programmes.
- Operational responsibilities include proposal development, prospecting, managing client relations, interface with faculty and ensuring the conversion of proposals by follow-ups etc....

#### **Qualification, Experience & Skill Requirements:**

- The candidate should be a graduate (full time) with first class from any recognized university and should have minimum three years of relevant experience OR the candidate should be a post graduate (full time) with second class from any recognized university and should have minimum one year of relevant experience.
- A post graduate management degree would be preferred.
- The experience mainly related to marketing, and selling executive programs or professional services to corporate clients is a must.
- The candidate should have excellent communication skills (both written & verbal) and interpersonal skills and multi-tasking abilities.
- The candidate should be fluent in English communication, should be capable to handle queries successfully, and should be flexible to work as per the programme requirements.
- In depth knowledge of MS-Office (Excel, Access, Word, Power Point) and other computer-related tasks is essential.
- The candidate should have information gathering skills, understanding of basic office administrative processes, high level of technology literacy, particularly internet, digital marketing and social media is necessary.
- Strong networking and relationship building skills

**Age:** Maximum 30 years as on the last date of application.

**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. During the contract period or after the successful completion of the contract, if the performance of the candidate is found very well and Institute is in need of such position, Institute may confirm the candidate in a suitable pay scale with or without further probation, depending on duration of earlier contract and performance.

Interested candidates are advised to **APPLY ONLINE ONLY** latest by **February 21, 2018**.

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