



भारतीय प्रबंध संस्थान बंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Ref: IIMB/HR/RECT/2022/44

Date: 09 September 2022

About IIMB	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
Industry/Service	Higher Education
Post/Job Title	Chief Programme Officer – Executive Education
Job Purpose	Executive Education (EEP) is one of the key revenue centers in the institute. The EEP department handles all aspects of understanding, designing, and delivering learning and development programs for senior managers, entrepreneurs and leaders of start-ups and organizations in the private, public, and not for profit sector. It provides the necessary planning and operational execution to handle the end to end program requirements. The Chief Program Officer (CPO) will have the overall administrative responsibility for the executive education activities at IIMB. The role involves working closely with CXOs, CHROs and L&D Heads for marketing IIMB's open enrolment and custom programs.
Job Type	Contractual – Non-Teaching
Reporting to	Chairperson EEP
Will also closely work with	Internal: Faculty, Staff External: Corporates, Industries
No. of positions & Job Location	One Position in IIMB, Bannerghatta Road
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none">• The Chief Programme Officer shall oversee and is accountable for all activities and performance of the EEP department including performance marketing, growth metrics, brand building and brand reputation.• Chief Programme Officer shall evaluate Institute's performance in Executive Education and leads the marketing team in creating excellent web and social media presence that enables the awareness of the business/brand to spread virally.• Strategic Planning and Execution support to chairperson (Executive Education) on all matters pertaining to marketing, handling client relationships and delivery of executive education programs in the institute.• Periodic assessment of emerging client requirements through personal discussions survey and providing the necessary inputs to the EEP team for designing new ad relevant programs• Development of competent databases on client and contact persons for executive education and ensuring the upkeep of the same by continuous updating.• Development of good systems for identification of new opportunities for Programmes expansion.
Key Skills and Ability Requirements	<ul style="list-style-type: none">• Leadership experience in leading client facing and revenue generating departments with P&L responsibilities.• Excellent communication & Interpersonal skills, Confident and self-motivated. Good attention to detail.• Experience with analytics and marketing tools for social and digital marketing.• Demonstrated ability to lead and inspire a team• Flexibility & People leadership skills



	<ul style="list-style-type: none">• Passionate customer advocacy• Thorough knowledge of marketing principles, brand, product, and service management• Deep understanding of changing market dynamics especially the Digital Landscape• Entrepreneurial spirit
Qualification and Personal Profile	<ul style="list-style-type: none">• Candidate should be a Postgraduate from a reputed Institute.• Candidate should have minimum of 20 years of relevant experience. Past experience in an academic institution will be desirable
Compensation	Based on the experience and qualifications, compensation for selected candidate is likely to be in the range of level 13 as mapped to 7 th CPC pay scales plus other standard entitlements as per IIMB Contract Appointment Rules

Interested candidates may fill the application using the link:

<http://iimbersrv.iimb.ernet.in/prod/pfonlapp.home>

Closing date for applications is 30 September 2022. Only shortlisted candidates will be intimated.