



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	“Open/Custom Programmes Marketing – EEP”
Principal Accountabilities & Responsibilities	<p>Custom Team</p> <ul style="list-style-type: none">• The selected candidate must have good abilities as a sales and marketing professional in a B2B context.• This is an individual contributor role.• Must engage with potential customers, understand their needs, formulate the requirements and put together a winning proposal – both technical and commercial for the consideration of the customers.• After the sale, the candidate must work with the internal stakeholders to identify Faculty Programme Directors and the Administrative team to ensure delivery of the programme• Creation of content for impactful collaterals (case-studies, brochures, videos) in different formats• Creation of MIS and Dashboards for the benefit of all stakeholders.• Track latest industry trends and developments across various industry verticals.• To eventually step up and be able to generate a sales pipeline through active outreach in addition to inbound engagements.• Any other additional work assigned related to the above from time to time <p>Open Team</p> <p>Primary responsibility is to own the end-end marketing and promotion of Open Enrolment programmes (short-duration of 3-6 days OR long-duration programmes spread over 6 months to 1 year) and drive leads generation and eventual conversion into paid participants.</p> <ul style="list-style-type: none">• This is an individual contributor role, and the candidate must have excellent abilities as a marketing professional. Must understand the customer’s needs and design marketing collaterals and marketing campaigns that provide clarity and necessary information for a prospect.• Should be able to analyze the past data to make sense of the broad trends and build strategies that are data driven.• Responsible for developing a marketing and promotional plan that aligns with the most effective way to reach the target audience. Must lead end-to-end execution of the Marketing Plan - including campaign planning, analysis, execution, tracking, reporting and troubleshooting.• Creation of impactful marketing collaterals e.g. videos, graphic artwork, and text for use in webpages, brochures, testimonials, etc., across different media platforms.• Monitoring the marketing campaigns for its performance and delivery and optimizing the campaigns to achieve the desired objectives.• Follow up on B2B/B2C prospects through phone calls and emails and work towards closures.• The role requires the person to work with multiple stakeholders both internal and external such as faculty, other departments, corporate L&D/HR, vendors, digital marketing team, etc., and must have excellent communication and people management skills.• Creation of MIS and Dashboards for the benefit of all stakeholders.• Keep track of market trends and do research on best-in-class practices in executive education

Key Skill and Ability Requirements	<ul style="list-style-type: none"> • Strong Analytical, Planning and Marketing scanning and Market Sensing skills. • Should be organized and meticulous in completing tasks. • Possess excellent interpersonal skills, exhibit a solution orientation mindset with excellent interpersonal skills. • Be self-motivated and self-driven to take ownership of tasks and ensure timely completion. • Excellent communication skills: Excellent oral and written communication skills. Ability to effectively communicate across levels of managers and senior leadership in a professional and effective manner. <p>Negotiation skills: Ability to negotiate effectively with customers.</p>
Qualification & Personal Profile	<ul style="list-style-type: none"> • The candidate should be a graduate. Postgraduate or MBA (preferable) from an Institution of repute. • A minimum of 3 years of experience post qualification, preferably in higher education or similar field. • The candidate preferably should have experience in Sales and Marketing / Management Consulting in a B2B or a B2C environment OR must be a Learning & Development professional with a leading organization OR work experience in executive education with a leading business school
Compensation	<ul style="list-style-type: none"> • The compensation will be fixed based on the candidates 'experience and qualification'.

Interested candidates may fill the application using the link: [here](#)

Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields and the following documents are required to be uploaded while submitting the application.

- 10th & 12th Marksheets.
- Diploma/Graduation – All semester wise Marksheets & Final Degree/ Graduation Certificate.
- Post - Graduation (if applicable)– All semester wise Marksheets & Final Post – Graduation Certificate.
- All experience letters.
- Recent 3 months' pay slips or 3 months' income proof.
- If you have undergone any training, kindly attach the training certificates.

Applications without these documents will be treated as incomplete and will not be considered.