



About IIMB	The Indian Institute of Management Bangalore (IIMB) is a leading management school in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
Industry/Service	Higher Education
Post/Job Title	“Open Programmes Marketing – EEP”
Principal Accountabilities & Responsibilities	The role responsibilities are elaborated below. Open Enrolment programmes comprise of Short-duration Programmes (SDPs) of 3-6 days duration OR Long-duration Programmes (LDPs) spread over 6 months to 1 year. • This is an individual contributor Sales role, in a B2C & B2B context to drive generations of leads (aspirants), engage with them and eventually convert to paid participants for the cohort. • The role has the following primary responsibilities: – The role must handle ALL inbound and outbound leads, engage with the candidates and conclude the Sales with payment by the finalized candidate(s). Follow up on B2C (direct aspirants)/ B2C (sponsoring organizations) prospects through phone calls, emails, in-person and work towards closures – He/She must provide data analytics, feedback on what is working/not working for fine-tuning the Digital Marketing campaigns. Should have an understanding of digital marketing with respect to how social media campaigns are run, what goes into social media posts etc. – Help design marketing collaterals (e.g. videos, graphic artwork, and text for use in webpages, brochures, testimonials, etc.,) across different media platforms, working with the DM team. Help Design Marketing campaigns that provide clarity and necessary information for a prospect. – At the top-end of the role, the role owns the end-end Sales & Marketing of the assigned programmes to him/her. He/she should be able to devise a go-to-market strategy for the product (i.e. the assigned open programmes); – Must analyze the past data to make sense of the broad trends and build strategies that are data driven. Must have an understanding of similar products in the market. – He/she must lead end-to-end execution of the Marketing Plan - including campaign planning, analysis, execution, tracking, reporting and troubleshooting. – Monitor marketing campaigns for its performance and delivery and optimizing the campaigns to achieve the desired objectives. • 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 skills. • Creation of MIS and Dashboards for the benefit of all stakeholders. • Provide inputs for creation of content for impactful collaterals (case-studies, brochures, videos) in different formats, for social media and website. The interested candidates are expected to go through the IIMB Executive Education website https://eep.iimb.ac.in/ prior to the interview.

Key Skill and Ability Requirements	• Sales & Marketing skills • Influencing / Persuasion skills coupled with an understanding of programmes from competition • Analytical, Planning and Marketing scanning & Market Sensing 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. • Should be organized and meticulous in completing tasks. • Ability to work in a multi-tasked environment • Possess excellent interpersonal skills in working with stakeholders internal and external
Qualification & Personal Profile	• The candidate should be a graduate. MBA/Postgraduate with other aligned disciplines, from an Institution of repute is preferable. • A minimum of 3 years of work 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, EdTech, service industry background, presales.
Compensation	The selected candidate will be appointed on a contract basis with a monthly salary. The contract is renewable based on satisfactory performance. While the final compensation will be determined by the candidate's profile, the indicative remuneration is ₹7.30 Lakhs per annum, plus additional benefits.

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.
- 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' payslips 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.