



<b>About IIMB</b>	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.
<b>Industry/Service</b>	Higher Education
<b>Principal Accountabilities &amp; Responsibilities</b>	<p><b>Custom Team</b> This is an individual contributor role, reporting into the head of custom programmes.</p> <ul style="list-style-type: none"><li>• The selected candidate must have good abilities as a sales and marketing professional in a B2B context</li><li>• 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.</li><li>• 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</li><li>• Creation of content for impactful collaterals (case-studies, brochures, videos) in different formats</li><li>• Creation of MIS and Dashboards for the benefit of all stakeholders.</li><li>• Track latest industry trends and developments across various industry verticals.</li><li>• To eventually step up and be able to generate a sales pipeline through active outreach in addition to inbound engagements.</li><li>• Any other additional work assigned related to the above from time to time</li></ul> <p><b>Open Team</b> 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> <p>The role reports into the Chief Programme Officer – Executive Education Programmes</p> <ul style="list-style-type: none"><li>• 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.</li><li>• Should be able to analyze the past data to make sense of the broad trends and build strategies that are data driven.</li><li>• 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.</li><li>• Creation of impactful marketing collaterals e.g. videos, graphic artwork, and text for use in webpages, brochures, testimonials, etc., across different media platforms.</li><li>• Monitoring the marketing campaigns for its performance and delivery and optimizing the campaigns to achieve the desired objectives.</li><li>• Follow up on B2B/B2C prospects through phone calls and emails and work towards closures.</li><li>• The role requires the person to work with multiple stakeholders both internal and external such as faculty, other departments, corporate LnD/HR, vendors, digital marketing team, etc., and must have excellent communication and people management skills.</li><li>• Creation of MIS and Dashboards for the benefit of all stakeholders.</li></ul>



	<ul style="list-style-type: none"><li>• Keep track of market trends and do research on best-in-class practices in executive education</li></ul>
<b>Key Skill and Ability Requirements</b>	<ul style="list-style-type: none"><li>• Strong Analytical, Planning and Marketing scanning and Market Sensing skills.</li><li>• Should be organized and meticulous in completing tasks.</li><li>• Possess excellent interpersonal skills, exhibit a solution orientation mindset with excellent interpersonal skills.</li><li>• Be self-motivated and self-driven to take ownership of tasks and ensure timely completion.</li><li>• 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.</li><li>• Negotiation skills: Ability to negotiate effectively with customers</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• The candidate should be a Postgraduate or MBA.</li><li>• A minimum of 3 years' experience.</li><li>• The candidate must have demonstrated experience in Sales and Marketing / Management Consulting in a B2B or a B2C environment OR must be a Learning &amp; Development professional with a leading organization.</li></ul>

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

The closing date for applications is 15<sup>th</sup> December 2024. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields in the application and relevant supporting documents are to be uploaded. Incomplete applications will not be considered.