



<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>Post/Job Title</b>	<b>Assistant Manager (Open) – Executive Education</b>
<b>Job Purpose</b>	Executive Education (EEP) is one of the key revenue centers of IIMB. For Open programmes, the primary responsibility is to own the end-end marketing and promotion of various programmes (short-duration of 3-6 days and/or long-duration programmes spread over 6-12 months) and drive lead generation and conversion.
<b>Job Type</b>	Contractual – Non-Teaching
<b>No. of positions</b>	Three positions
<b>Principal Accountabilities &amp; Responsibilities</b>	<b>Open Programmes</b> <ul style="list-style-type: none"><li>• This is an individual contributor role. The selected person must have exceptional abilities as a marketing professional. Must understand customer needs, design marketing collaterals. and execute marketing campaigns. Should be able to analyze past-data and 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 the end-to-end execution of the Marketing Plan - including campaign planning, analysis, execution, tracking, reporting, and troubleshooting. Requires good understanding of Digital Marketing and various tools.</li><li>• Creation of impactful marketing collaterals viz. Webpages, brochures, testimonials for use across different media platforms.</li><li>• Monitoring marketing campaigns, campaign performance and delivery and optimizing the campaigns to achieve the desired results.</li><li>• Follow up with leads generated and ensure conversion.</li><li>• Creation of MIS and Dashboards for the benefits of all stakeholders.</li><li>• Requires close interaction with corporate customers and faculty.</li><li>• Support as and when required, the research on best-in-class practices in executive education.</li><li>• To develop knowledge and keep oneself updated on the assigned Pushpanathan.</li></ul>
<b>Key Skill and Ability Required</b>	<ul style="list-style-type: none"><li>• Strong Analytical, Planning and Market scanning and Sensing skills.</li><li>• Should be detail oriented and have a very good grasp of the management concepts, frameworks, and practical application of the same.</li><li>• Possess Strong people skills and have a solution orientated mindset.</li><li>• Should be confident and self-motivated with good time management skills.</li><li>• Excellent communication skills to navigate across levels of managers and senior leadership; strong telephone-conversation skills.</li><li>• Proficiency in MS Office software</li><li>• Database navigation skills</li></ul>



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

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Date: 30 May 2024

	<ul style="list-style-type: none"><li>• Ability to work effectively with limited supervision.</li><li>• Must have excellent communication and people management skills.</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• Postgraduate or MBA in Marketing from an Institution of repute with at least 55% is required.</li><li>• The candidate must have demonstrated experience in Sales and in a B2B or a B2C environment with a leading organization.</li><li>• Candidate's experience should have a minimum of 6 years.</li><li>• The candidate must be self-driven and should be able to work with minimal supervision.</li></ul>
<b>Compensation</b>	The indicative annual CTC will be in the range of Rs. 6.9 lakhs – 7.50 Lakhs. The compensation will be fixed based on the candidate's experience and qualification and will be as per IIMB Contract Appointment Rules.

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

The closing date for applications is 13<sup>th</sup> June 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.