

**Role** : **Deputy General Manager–Executive Education**  
**Department** : **Marketing**  
**Qualification** : **Postgraduate**  
**Experience** : **12-15 years**

### **Broad Responsibilities**

Overall responsible for managing a portfolio of Management Development Center (MDC), Autonomous program, Marketing & Business Development of full time and diploma programs.

Overall responsible for Business Development through the Management Development Center (MDC) vide customized and pre-designed corporate programs, 6 month and 1 year Diploma and Certificate programs - Autonomous program and other short duration full-time and part-time programs.

### **Main Duties**

1. Your prime responsibility is to promote Institute's Executive Education programs and with special focus on Mumbai office. The role involves generating revenue through Executive Education programs.
2. Actively participate in strategy meetings with the HOD to ensure executive education goals and objectives are met.
3. Responsible for strategic planning, execution and work with knowledge management team to on client's requirement to develop program design and content as per their requirements.
4. Designing business proposals
5. Contact and scout for new clients and develop brand awareness of WeSchool services in given territory.
6. Conduct SWOT analyses for new strategic opportunities and make recommendations.
7. Leading strategy and planning sessions for client campaigns
8. Assist with creating and managing budgets, monitoring and approving expenditures, and coordinating financial processes (instructor payments and client invoices, material and facility needs) for all promotional / marketing event.
9. Routinely benchmark executive education offerings by monitoring the business environment, relevant and organization trend to understand marketplace needs and identify new program offerings.
10. Act as the primary point of contact and first-line customer service representative to clients and instructional faculty through Engaging in promoting or creating good will for WeSchool with its Lecturers and Speakers.
11. Maintain a database of perspective and current client contacts.
12. Initiate contact with targeted companies and executives to enroll new participants as well as to solicit referrals from past participants for enrollment in programs
13. To upgrade portal and promote transformational initiatives of Weschool: LRC, Video lectures etc.
14. Generate industry benchmarks and continuously compare program quality and cost with industry
15. Represent at various professional, and industry conferences and events in order to increase brand visibility among corporate audiences.
16. Collect and analyze data, create reports, review and explain trends to support marketing, admission, program team and counselor team.
17. To conduct periodic meetings to review functioning of the program and to benchmark with domestic and international institutions.