

Role : **Manager – Industry Interface (Delhi Office)**
Department : **Industry Interface**
Qualification : **Postgraduate**
Experience : **10 years**

Brief responsibilities

1. You would be responsible for coordination of sales, marketing, counseling and business development activities of the Institute across the country.
2. To execute the above activities for various programs of Welingkar
3. Marketing-
 - i) Working in Collaboration with the Marketing Head and the team to plan and conceptualize innovative ideas and develop marketing strategies for various programs.
 - ii) To identify new marketing tools and techniques to promote the programs and generate revenue for the institute.
4. Market Research & Analysis-
 - i) To conduct market research to determine market requirements for existing programs.
 - ii) Analysis of customer research, current market conditions and competitor information and develop innovative ways to improve customer service level continuously.
 - iii) Local mapping of target audience and developing the plan of action accordingly.
 - iv) Identification and penetration of new market segments for achieving targets.
 - v) Work on generating leads.
5. Sales:

Responsible for business development for newly launched programs and the existing programs.

 - i) Develop business strategies and achieve targets.
 - ii) Responsible for own lead generation and fixing appointments.
 - iii) Presenting the institute to potential clients through direct communication in face- to –face meetings, telephonic calls and emails
 - iv) Relationship building with corporate- either through known references or through cold calling and establish tie-ups with them for various programs of Welingkar.
 - v) Attending telephonic customers' queries and provide appropriate solutions.
6. On Ground activities and Events:
 - i) To plan and execute various activities at trade fairs, seminars, institutes and Corporate to achieve sales objectives.
 - ii) To travel across different cities for marketing activities of various programs.
7. You will be assigned any other additional job responsibilities which may arise in future as per the needs of the institute.
8. You are expected to offer your services if required on Sundays/holidays, for which compensatory off would be considered.

Other responsibilities may be added as and when required during the course of the year.