

**Role : Deputy Manager - Marketing**

**Department : Marketing**

**Qualification : Postgraduate**

**Experience : 7 Years**

**Job Responsibilities:**

- Counseling for Program.
- Sales, Business Development, BTL activation, event participation, Seminars etc.
- Coaching Centre - relationship management & event activation, negotiation, decentralized tie-ups.
- Customer and Market research.

**Main Duties:**

**Business Development**

- a) Plan & conceptualize innovative ideas to increase the opportunities for WeSchool to generate revenue.
- b) Develop competitive sales strategies for deeper market penetration.
- c) Responsible for executing overall business plan, lead generation and meet Revenue Targets.
- d) Presenting the Institute to potential clients through direct communication in face to face meetings, seminars, telephone calls and emails.

**Marketing & Promotion**

- a) Responsible for planning Marketing campaigns for different educational products assigned like Full time PG program.
- b) Analysis of customer research, current market conditions and competitor information.
- c) Attending and organizing sales promotional events and exhibitions.
- d) Coordinating with and reporting to managers to carry out campaigns.
- e) Getting tie-ups done with various organizations to promote various programs and increase sales.

**Customer, Market research & Sales**

- a) Ideation of new Marketing tools and techniques to get business.
- b) Responsible for new business development.
- c) Responsible for own lead generation and fixing appointments.
- d) Local mapping of target audience and developing the plan of action accordingly.
- e) Working on lead generation.
- f) Relationship building with corporate- either through known references or through cold calling and establish tie-ups with them for various programs of Welinkar.
- g) Attending telephonic queries and provide appropriate solutions.

**Activities and Events**

- a) Responsible for the execution of BTL activities/ events and Seminars.
- b) Organizing Seminars and workshops in colleges and corporates for different programs.
- c) To travel across different cities for marketing activities of various programs.

You will be assigned any other additional job responsibilities which may arise in future as per the needs of the institute.

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