

Job Title: Business Developer (Marketing Manager) – Centre for Excellence in Design

No. of Positions: 2

A) Job Summary:

We are seeking a dynamic and experienced Business Developer to lead our efforts in expanding the reach and impact of our training program. The ideal candidate will be responsible for developing strategic partnerships, driving enrolment, and enhancing the program's visibility across various educational institutes and other relevant industries as needed.

B) Key Responsibilities:

- Strategic Planning and Execution: Develop and implement business development strategies to meet the program's goals and objectives.
- Partnership Development: Identify and cultivate relationships with academic and industry partners, educational institutions, and other stakeholders to support the program's growth.
- Market Analysis: Conduct market research to identify trends, opportunities, and challenges within the design and engineering sectors.
- Program Promotion: Lead initiatives to promote the training program through various channels, including digital marketing, SEO, ads, lead generation, industry networking and event promotions to boost enrollment and engagement.
- Enrolment Management: Drive enrolment efforts by developing effective outreach strategies and managing the admissions process.
- Stakeholder Engagement: Collaborate with government officials, industry experts, and academic leaders to enhance the program's offerings and ensure alignment with industry needs.
- Reporting and Evaluation: Monitor and report on business development activities and evaluate the effectiveness of strategies to ensure continuous improvement.
- Any other duties as needed by organisation.

C) Qualifications:

1. Age limit :45 years Maximum. Admissible age relaxation for SC, ST, OBC and PH will be extended.

2. Minimum Eligibility Criteria:

- MBA with 3 years of relevant experience
or
- Graduate in any discipline with 5 years of relevant experience (Experience in Educational institutions will be preferred).
- Proven track record of successful partnership development and program promotion is highly desirable.

- Strong understanding of the design and engineering industries, including market trends and challenges.
- Excellent communication, negotiation, and interpersonal skills.
- Ability to work independently and as part of a team, with a proactive and results-oriented approach.

3. Salary:

Consolidated salary offered will be commensurate with qualifications and experience, ranging from INR 50,000/- to INR 80,000/- per month. Final salary determination will be based on the candidate's performance during interviews, their relevant experience, and other pertinent factors, ensuring competitive compensation aligned with qualifications and achievements.

D) General Conditions:

1. Duration:

The positions are on contract and will be temporary for a period of ONE year and renewable annually for a maximum period of 5 years, based on satisfactory performance and at the discretion of the authorities of the Institute.

2. Selection Method:

Interview for short listed candidates will be held Online or at Indian Institute of Science Campus, Bangalore, which will be notified.

3. Applicants who possess the minimum educational qualification as on the date of advertisement only need to apply.

4. Candidates would be expected to work on any of the three shifts including night shifts and holidays, except for the female candidates.

5. No accommodation will be available on the Institute campus.

6. Admissible age relaxation for SC, ST, OBC and PH will be extended.

E) Application Process:

Interested candidates should submit their resume for the program to dcoe@fsid-iisc.in with cc to chair.cpdm@iisc.ac.in by 12th Dec 2024.