**Role : General Manager–Executive Education**

**Department : Management Development Program (MDP)**

**Qualification: Postgraduate**

**Experience: 15+ years**

You will perform the following range of academic, administrative & institutional duties while reporting to the Group Director, in the pursuit of the strategic goals.

**Broad Responsibilities**

* Primary responsibility to promote the Institute’s Executive Education programs.
* Identify new Clients and strengthen relationships with existing clientele for Executive Education. Develop higher levels of brand saliency of the Institute - locally and internationally
* Assess the needs/requirements of potential clients’, including that of existing clienteles and co create programme design and content
* Partner with relevant faculty, while developing design, content and master class material.
* Engage and guide Team to promote the offerings, through impactful marketing collateral including landing pages, brochures, social media etc.
* Timely communicate all infrastructural requirements for the planned Programmes, including classrooms, online assessments arrangement, pre-readings etc to relevant departments/people.
* Scan potential Faculty, beyond the Institute’s human capita- with focus on reputed academicians and senior industry leaders to be part of the Programme delivery.
* Track and maintain industry benchmarks and continuously focus on programme quality, cost, pedagogy of offerings from other Executive Education providers,
* Maintain, enhance the updated knowledge management systems, including i faculty, alumni directory and related documents
* Ensure necessary information, of specific programmes have been shared with Clients including important documentation, pedagogical assets, book references, invoices, etc.
* Establish and maintain cooperative professional relationship with Faculty /Resource Persons s during and after the programme. Ensure client delight /satisfaction, and speedily address and resolve their complaints, using a structured approach, developing solutions, documentation and update the management with recommendations for required changes.
* Communicate Lecturer classroom needs, online assessments, pre-readings to relevant team members in due time to ensure that all events take place smoothly
* Develop/create a sustainable competitive edge for your respective Program/ Specialization/ Department/ Function, which would also reflect in the institute’s ranking, rating, student enrolment, induction, placement and marketing.
* Participate/partner periodic processes/ meetings, to review the health and functioning of the program/specialization/vertical and strive to emulate the best in class benchmark- domestically/ internationally
* Contribute/partner the design and development of the overall curriculum and deliver a range of programs of study (including sometimes for entirely new courses) at various levels.
* Assist in quality assurance and development of the academic and pedagogical profile of the programme, to secure highest market relevance in the development/maintenance of the quality assurance framework, within the institute’s overall framework, including the validation, benchmarking of courses, and student admissions, assessment and content relevance
* Deploy learnings, ideas and applications, towards enhancing innovativeness and effectiveness of pedagogy in the course/specialisation
* Nurture and enhance interdisciplinary engagement and collaboration approaches, deployed in the institutional ecosystem
* Provide new students with relevant information on academic content, at Semester/Trimester start, including what is expected of them, in terms of academic work performance load and quality.
* Participate and contribute to various Committees/ Boards, which are in place for the in institute’s decision-making and governance
* Build intellectual property Assets (Research Publications, Case Studies, patents etc) , craft and develop academic partnerships, global and local student exchange, Faculty exchange and collaborative research.
* Active contribution in Institutional Activities, such as Accreditation (national & International), selection of students, Foundation Fortnight, conferences, Seminars, Roundtables, , Marketing initiatives, Mentoring, AC-DC, AOL, AAA, GCL )Contribute / build / maintain Institute’s industry-academia interface / engagements with key stakeholders, i.e. alumni, International partners, other domestic partners/alliances.
* Accountability to policies, rules and regulations, prescribed by the Regulatory Bodies, Governing Trust and the Institute, including ensuring that ethical behaviour is in place, healthy respect –based Gender interactions, conduct in the cyber –world etc
* Contribute towards other assignments/projects as directed by the Group Director.