**Designation : Executive-Business Development**

**Qualification :   Graduate**

**Experience** : **2 years**

**BROAD FUNCTIONS**

* + 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.

**PRINCIPAL RESPONSIBILITIES**

* + **Marketing & Promotion: -**
* Responsible for planning Marketing campaigns for different educational products assigned to me like Full time PG programe, Executive PGDM, Family Managed Business, Part Time program and BMLP.
* Analysis of customer research, current market conditions and competitor information.
* Attending and organizing sales promotional events and exhibitions.
* Coordinating with and reporting to managers to carry out campaigns.
* Getting tie-ups done with various organizations to promote various programs and increase sales.
  + **Customer, Market research & Sales:-**
* Ideation of new Marketing tools and techniques to get business.
* Responsible for new business development.
* Responsible for own lead generation and fixing appointments.
* Local mapping of target audience and developing the plan of action accordingly.
* Working on lead generation.
* Relationship building with corporate- either through known references or through cold calling and establish tie-ups with them for various programs of Welingkar.
* Attending telephonic queries and provide appropriate solutions.
  + **Activities and Events**
* Responsible for the execution of BTL activities/ events and Seminars.
* Organizing Seminars and workshops in colleges and corporates for different programs.
* To travel across different cities for marketing activities of various programs.