



Recruitment of 'Marketing & Sales Assistant-CMEE'

Position: Marketing & Sales Assistant-CMEE

Duration: 04 Months

Location: Indian Institute of Management Lucknow – Noida campus, B-1, Sector-62, Institutional Area, Noida-201307, Uttar Pradesh, India

Essential Qualification: A full-time Master's Degree in Business Administration/Management/Marketing/Social Sciences/Mass Communication.

Desirable Work Experience:

- Post graduate with minimum 55% and Master's Degree or equivalent in Management. MBA with Marketing background preferred.
- Should have worked minimum of 2 years in marketing/sales/marketing research or related fields.
- Should be fluent in English and capable of handling public/external interactions successfully.
- Should be flexible to work as per the requirements.
- The candidate should have good knowledge of digital tools and marketing promotion activities.
- The candidate should have good knowledge of internet and MS Office tools.

Job description:

- Handle marketing communications for the CMEE's upcoming events including dissemination information about the workshop/conference, posting regular updates on social media, coordinating and developing of press notes and other publicity matter, tele-calling prospective candidates, organizing regular email blasts with new themes, and providing inputs for the development of new e-marketing materials.
- To coordinate organizing information seminars and other outreach activities for the programme. This includes booking venues at various venues, publishing information on the institute website and other social media platforms, raising awareness about the events, managing enrolment and organizing institute webinars for prospective candidates.
- To perform the role of initial point of contact for candidates during the Registration period; maintaining regular contact with prospective participants and applicants, answering queries, and referring students to appropriate persons or information sources.
- To coordinate receipt and tracking of application materials and documents as a part of the application process; assisting in scheduling admission interviews.
- To assist CMEE Chair and CMEE Office in facilitating number of registrations
- To manage interactions with the technology implementation partner, in

activities related to programme marketing and admissions.

8.) Honorarium: A consolidated honorarium up to Rs. 30,000/- per month, Depending upon prior qualification, work experience and strength of the candidature

9.) How to apply: Interested applicants can e-mail their CVs to: satya@iiml.ac.in

10.) Last date for application: 20.08.2019

Note:

- Selection will be based upon the Personal Interview (PI)
- Only shortlisted applications will be invited for the PI
- No T.A./D.A. will be paid for attending PI
- The appointment shall be purely on a contractual basis

Advt. Issued on dated 30.07.2019

