

Job Purpose: Marketing Executive

Marketing executives are involved in developing marketing campaigns to promote a product and our service. It is a varied role that includes:

- Planning;
- Advertising;
- Public relations;
- Event planning;
- Sales
- Lead generation

Job Responsibilities

- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs
- Plan Events and Info sessions in Schools and Colleges and universities
- Plan and execute roadshows, where there is a possibility of finding more students willing to study abroad.
- Communicate about our hand holding services for students willing to study abroad
- Presentation in school and colleges ensuring informative sessions for students on benefits of studying abroad.
- Build meaningful relationships on behalf of the company with potential associates.
- Create and manage campus ambassador programs in colleges to ensure fast paced brand promotion in the region.
- Arrange meetings with potential clients.
- Review Self sales performance with a view to improve it.
- Identify each potential customer's needs.

Skills :

You will need to have:

- the ability and desire to sell, create a network;
- excellent communication skills;
- Excellent presentation and stage skills
- a positive, confident and determined approach;
- resilience and the ability to cope with rejection;
- a high degree of self-motivation and ambition;
- the skills to work both independently and as part of a team;
- the capability to flourish in a competitive environment;
- a good level of numeracy.

Qualifications

Although this area of work is open to all graduates, the following subjects may improve your chances:

- business, management or marketing;
- media studies (for advertising and media sales);

Salary : 15 K to 25 K depending upon experience and skills(includes travel allowance) + sales incentives (on successful conversion)

Additional requirement : should be affluent in english and local language , also should have own conveyance preferably 2 wheeler.