

Network Marketing and outreach

Designation: Marketing and outreach manager: CA and Affiliate program.

Salary:

Fresher's: 2.4 to 4.2 lac CTC includes incentives, target bonus and commissions.

Experienced: 3.6 to 9 lac CTC includes incentives, target bonus and commissions "Salary for the job comprises of fixed and a variable component "

Fixed component includes Basic as well and TA; Variable component includes incentives, target bonus, commissions.

Job Overview:

CA and Affiliate Marketers generate Qualified leads for our web based portal to generate sales, the role requires Multitasking at its best an affiliate / network marketer at abroad shiksha reaches out to 'Influencers' in our Society to work with us on a CPS system. The role requires running and management of Campus Ambassador program for AbroadShiksha.com. The Network Marketer will create a robust network of influencers who will be promoting AbroadShiksha's premium counselling services.

Roles and Responsibilities:

- Manage and run the campus ambassador programs (includes recruiting CA's).
- Recruit Campus ambassadors by shortlisting them.
- Run the CA program to ensure qualified lead generation.
- Associate / affiliate network development and management.
- Generate leads by curating and managing a robust network of Campus ambassadors and influencers.
- Close leads successfully following the digital sales process.

Job Requirements:

- Great communication skills with convincing ability.
- Penchant for sales.
- Good follow up skills for sales process.
- Basic counselling skills required.
- Basic computer knowledge.
- Should live in "www era".

Other Requirements:

- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions.
- Teamwork - Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Attendance/Punctuality - Is consistently at work and on time; Arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions.
- Innovation - Generates suggestions for improving work.

Qualifications:

MBA or PGDM or BBA or other Graduation qualifications.

- Excellent communication skills and interpersonal skills.
- good Computer knowledge and good with internet based outreach hacks.
- Great analytical skills.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- Recruiting and Managing a team of remote campus ambassadors is a part of the job.

Direct report:

- COO, CEO

List by job title any positions to be supervised by the incumbent.

Approved & created by	kanav Sachdeva, CEO
Date approved	21-4-2017
Reviewed	
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