



MARKETING & ADMISSIONS EXECUTIVE

Location: Mumbai

Company Profile:

The company is a design and visual communication French school co-founded in 2001. The aim of the institute has been to produce high quality professionals whose profiles meet the specific needs of the graphic design and visual communication sectors in India, France and across the world. The institute is looking for a profile who will work with and report to the Marketing & Admissions Director of the institute with various initiatives and objectives.

1. Promoting the company:

- Organizing school visits, identifying and targeting feeder schools. Developed programs to deepen relationships with school administrators and counselors.
- Organizing various promotional events including admission tour, design related workshops/ master talks within and outside the institute.
- Engaging in digital marketing, PR and outreach marketing activities.
- Collaborating with education consultants for promotional tie ups.
- Co-ordinating with agencies to design marketing collaterals i.e. leaflets, brochures, website, exhibition stalls, etc.
- Managing the institutes owned marketing and communications channels such as the website, corporate social media channels (our presence on Facebook, Twitter, YouTube, Instagram, LinkedIn) and the Institutes course database.
- Preparing course content presentation for students and parents. Organising, orientation, counselling sessions and workshops.
- Updating the website with on-going master talk and workshops

2. Counselling and Admissions:

- Ensuring the academic interviews and follow up with enrollment.
- Attend to walk in students and parents.
- Provide course information and follow up with admissions procedure.
- Implement e-mailer and SMS campaign for school database.
- Maintaining records of enrolled student, potential candidates and entrance test

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3. Administration:

- Sending monthly activity planner and report to the Head Office.
- Maintain global database for students, institutes, corporate tie-ups etc.
- Maintaining marketing budget and spends

Requirements:

- MBA student with a year or two of experience.
- Good spoken and written English, in order to inform and advise students to communicate effectively.
- Basic knowledge of Word, Excel and Intermediate PowerPoint.
- Excellent interpersonal, and communication skills to interact effectively with students, staff, faculty, and external contacts.
- Aptitude to work in a service-oriented environment as both a member of a team and independently.
- Outgoing personality who thrives on working with the public.

Please send your CV to employment.service@ifcci.org.in