

Job Description for Business Development Executive

(PLACEMENT LINKED TRAINING PROGRAMMES)

Where You Come In

We are seeking a dynamic and results-driven **Business Development Executive** to join our team and support the growth of student enrolment for the placement-linked training programmes (PLTP). The ideal candidate will play a key role in developing strategies to attract prospective students, expanding the institution's reach, and ensuring the achievement of admissions targets for the placement-linked training programmes (PLTP). This position involves collaborating with various internal and external stakeholders to promote the institution's programs and services and overseeing the entire admissions process for the placement-linked training programmes.

Supervision Details:

- Immediate Supervisor: Head Projects.
- Indirect Supervisors: Placements & Business Development Manager.
- Working Relationship: HODs of all departments, All teaching & non-teaching staff
- Work Schedule: Monday to Saturday
- Salary Information: Salary commensurate with qualifications and experience
- Job Location: Bhubaneswar campus of CGU

Duties & Responsibilities

1. Strategy Development & Execution:

- Develop and execute effective strategies to increase student enrolment into placement-linked training programmes (PLTP) and achieve admission targets.
- Identify new markets, demographics, and opportunities to expand the institution's reach and attract prospective students.

2. Market Research & Analysis:

- Conduct thorough market analysis to understand industry trends, competitor activities, and the needs of prospective students.
- Analyze data to continuously improve enrollment strategies and maintain a competitive edge.

3. Stakeholder Engagement:

- Build and maintain relationships with Heads of Departments (HODs), educational consultants, and other key stakeholders to promote the institution's programs.
- Partner with external agencies, organizations, and influencers to enhance visibility and attract more applicants.

4. Program Promotion & Counselling:

- Clearly define and communicate the institution's courses, placement opportunities, and terms and conditions to prospective students, parents, and agents.
- Provide expert counselling to students, parents, and agents to help them make informed decisions about educational opportunities.

5. Admissions Management:

- Act as the primary contact point for prospective students, parents, and external partners throughout the admissions process.
- Manage the end-to-end admissions process, including lead generation, application follow-up, and conversion of prospective students.

6. Campaigns & Lead Nurturing:

- Develop and implement campaigns to nurture prospective students through the admissions funnel, ensuring they stay engaged throughout the decision-making process.

7. Collaboration with Internal Teams:

- Work closely with internal teams to streamline the admissions process and provide necessary support for residential facilities, where applicable.
- Coordinate with the Head of Projects / Head of Placements to identify and promote placement opportunities for enrolled students.

8. Reporting & Insights:

- Provide regular reports and insights to the Head of Projects on business development efforts, progress toward enrollment goals, and outcomes.
- Opt for additional support wherever required to meet deadlines and targets.

9. Compliance & Confidentiality:

- Ensure that all business development activities comply with institutional policies, ethical standards, and legal requirements.
- Maintain confidentiality and integrity in handling student data and the admissions process.

Who Are We Looking For

- Career 1st Class throughout (60% Career)
- Minimum qualification of MBA (Marketing) or related
- 0-3 years of relevant experience (Business Development in the Educational industry most preferred).
- Willingness & ability to travel as per the business requirements
- Ready to work on flexible timings.

What We Expect from You as the Business Development Executive

- Excellent Communication Skills in English, Hindi and Odia.
- Positive thinking & ability to identify, analyze, and resolve issues effectively and efficiently
- Leadership qualities

Want to be a part of Our Organization?

Please write to us and share your updated CV/ Resume at recruitment@cgu-odisha.ac.in and apply on <https://recruitment.cgu-odisha.ac.in/>. We eagerly await to hear from you.