



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

Indian Institute of Management Bangalore invites applications for the position of **Marketing Executive – Open Programmes**. It is a full-time contractual position.

**Role and Responsibilities:**

- Pre-launch study for new programmes in the open format
- Understand the open product offerings and come up with the target markets / target customers for the open programmes
- Understand the key-takeaways / benefits of the programmes and prepare a telemarketing script
- Guide a team of telemarketing executives and help them market the programmes
- Work with external direct-marketing agency for marketing of the executive education programmes.
- Periodic scanning of the market for new opportunities / new themes and propose this to the faculty for launch of new programmes.

**Minimum Qualifications:**

- MBA graduate with work experience of minimum of 2 years preferred
- Exposure to Executive Education products preferred.
- Should be well-versed with MS Office applications (Word, EXCEL, Power Point)

**Qualitative Requirements:**

- Should be very fluent in English; good to have exposure to Hindi, Kannada
- Should be comfortable in interacting with people over phone calls, emails, face-to-face

To apply, send a cover letter, CV and samples of work, with the names and contact details of three references, to [hr@iimb.ernet.in](mailto:hr@iimb.ernet.in) or by post to Chief Human Resources Officer, Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore – 560076. Contact: +91-80-26993279.

**The closing date for applications is 25 September 2013.**