

<https://careercraftmanagement.co.in/job/bdm/>

Hiring organization

CAREER CRAFT MANAGEMENT

Business Development Manager

Responsibilities

Conduct market research to understand student needs, preferences, and competition.

Develop and implement comprehensive marketing strategies to drive student enrollment, brand visibility, and competitive positioning.

Lead, mentor, and motivate a team of marketing executives by assigning tasks, monitor progress, and ensure timely admission of students.

Oversee the creation and execution of marketing campaigns (both online and offline) targeting students and parents.

Ensure the company brand is represented consistently across all platforms, and participate in promotional events such as seminars, job fairs and educational fairs etc.

Meeting the sales targets by making data-driven adjustments to maximize ROI.

Qualifications

Master's / Bachelor's degree in Marketing, Business Administration, or a related field.

Experience

Minimum 5 years of experience in marketing, with at least 2 years in a managerial role.

Experience in the education sector or coaching institutes is an added advantage.

Skills

Excellent leadership, communication, and organizational skills.

Ability to work under pressure and meet deadlines in a fast-paced environment.

Gender

Male

No of vacancies

Hyderabad – 02

Warangal – 01

Vijayawada – 01

Employment Type

Full-time, Contract to Hire (C2H)

Mode of Employment

Work from office

Duration of employment

1 year minimum

Job Location

Andhra Pradesh, Telangana

Working Hours

09:30 AM – 06:30 PM

Date posted

October 25, 2024

Pay Scale

C2H / Observation Period: **2 months**

(After successful completion of C2H/ observation period, candidate will become on-roll employee)

Observation Period Pay: **Upto 1,20,000/-**

(on pro rata basis)

Contact

HR Dept

7729821386, 7673984933

Drop your profile here

APPLY

Guntur – 01

Visakhapatnam – 01

Rajahmundry- 01

Nellore – 01

Tirupati – 01