

MARKETING EXECUTIVE

About Anudip Foundation

Anudip is leading non-profit social enterprise (a Section 8 company) that has been empowering tens of thousands of young people from difficult backgrounds, by training them in professional skills since 2007 through its network of new-age training centers spread across India and helping them get their first job through its focused student placement initiatives. Anudip creates aspirational livelihoods through digital inclusion and technology driven programs for career aspirants in emerging economies.

Quick Facts

- 10+ years of social impact; 90,000+ youth trained
- Operates 100+ skill & career development centers across 10 Indian states, where over 15,000 + youth get trained in job oriented programs every year; 400+ employees
- 300+ Partners and Funders: Accenture, Google, HSBC, Microsoft, CISCO, Tata Group, Cognizant, Capgemini, ITC,
- 75% consistent placement records
- Employers: TCS, TechMahindra, BATA, PayTM, Wipro, Spencers, Pantaloons, Flipkart, Subway, Kotak, Lifestyle,
- Honours include NASSCOM Social Innovation Honors and Case Study in Harvard Business School

Job Details

Job Title	Marketing Executive
Grade/Level	Executive / Senior Executive
Function/Department	Training
Job Location	
Reporting Manager	Center Head
Salary and Emoluments	Salary Range: INR 15,000-20,000 per month Bonus & Incentive: Performance Linked Variable Pay Benefits: PF, Medclaim

Role Requirements

Roles and Responsibilities	<ol style="list-style-type: none"> 1. Mapping potential catchment areas and communities suitable for mobilization in the identified locations. 2. Building rapport with the local community leaders well before the start of the mobilization. 3. Creating awareness on the Anudip program and sensitizing community to participate and take the program to as many needy as possible. 4. Addressing communities about the Anudip program and its benefits through various means of communication to motivate and encourage youth to avail the opportunity. 5. Helping the center team to select the needy youth (Anudip Students) and
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	<p>ensure that the center has optimum batch strength.</p> <ol style="list-style-type: none"> 6. Providing support to the center team / Area Manager in organizing Alumni - Guest events as and when required as per the process. 7. Ensuring optimum batch strength in assigned Anudip centres.
Qualification	Graduate in any discipline
Experience	Minimum 2+ Years of Experience as in student mobilization, student counselling and enrolment.
Skills and Competencies	<ol style="list-style-type: none"> 1. Strong verbal and written Communication Skills 2. Strong Interpersonal skills; Should demonstrate patience & perseverance 3. Should be able to counsel students 4. Must have the inclination towards society and working for marginalized community ; 5. Prior experience in student mobilization, community / student counselling will be an added advantage.
Key Performance Measures	<ol style="list-style-type: none"> 1. Student Enrollment for the course/batch 2. Student Placement for the course/batch

Contact Details	
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