## JOB DESCRIPTION

Inviting applications for the ROLE  
**Marketing Executive – Training & Operations**

<table>
<thead>
<tr>
<th>Reports to</th>
<th>Centre Head</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role Objective</td>
<td>To impart mobilization and monitor the student life cycle for ensuring standard outcome</td>
</tr>
</tbody>
</table>

### Responsibilities

**In this role, you will be responsible for:**

- Mapping potential catchment areas and communities suitable for mobilization in the identified locations.
- Building rapport with the local community leaders well before the start of the mobilization.
- Creating awareness on the Anudip program and sensitizing community to participate and take the program to as many needy as possible.
- Addressing communities about the Anudip program and its benefits through various means of communication to motivate and encourage youth to avail the opportunity.
- Helping the center team to select the needy youth (Anudip Students) and ensure that the center has optimum batch strength.
- Providing support to the center team / Area Manager in organizing Alumni - Guest events, as and when required as per the process.
- Ensuring optimum batch strength in assigned Anudip centers.

### Desired profile

- Graduate
- Strategic vision to integrate how the big picture of the initiative comes together from definition through implementation across.
- Ability to support large-scale company-wide projects that incorporate a proactive and innovative solution to addressing challenges and achieving organizational goals and objectives.
- Ability to create organizational alignment to the design and execution of initiative efforts
- Analytical, excellent decision maker and problem solver.
- Proactive, Self-motivated, target-driven, intuitive, creative & diligent.
- Excellent inter-personal and relationship building skills.
- Proficient in English, Hindi and other desirable Indian languages.
- Preferred Industry: Education, IT, Skill Development

Follow us: [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#) | [Twitter](#)

[www.anudip.org](http://www.anudip.org)