



भारतीय विदेश व्यापार संस्थान
INDIAN INSTITUTE OF FOREIGN TRADE
Deemed to be University
(An autonomous Institute of Ministry of Commerce & Industry)

Engagement of Marketing Manager on contract basis at IIFT,
New Delhi Campus

Indian Institute of Foreign Trade (IIFT) is a premier B-School set up by the Government of India, engaged in education, training and research in International Business. IIFT intends to engage person/(s) purely on contractual basis for 1 year to work as Marketing Manager. The contract period is extendable up to for further 3 years based on the performance of the candidate and requirement of the Institute.

Qualification, Experience & Skill Requirements:

1. The candidate should be an MBA or Post Graduate Diploma in Management, preferably in Marketing / International Business, with at least 50% marks or equivalent CGPA and good academic record.
2. The candidate must be well conversant with MS Office and should possess excellent command over written and spoken English.
3. Minimum 8 years work experience out of which 2 years should be at relevant managerial role in Marketing /Business Development work in a higher educational institution or organization of repute.

Job Requirements

1. Marketing for Institute's various programmes.
2. Capturing the training proposals requested by old/existing/new clients (national and international both) and do necessary follow up by correspondences, meetings, visiting organizations etc.
3. Coordinating between faculty and clients and finalizing the programmes as per client's requirement.
4. The job responsibilities also include updating database, maintaining clientele, liaising with ministries, Govt. offices and other sponsoring Private and Public organizations for receiving training proposal etc.

Key Responsibilities:

1. Develop and implement strategic marketing plans to enhance the reach and impact of the MDP division.
2. Foster relationships with corporates, institutions, and stakeholders to identify training needs and generate opportunities.
3. Drive participant engagement and satisfaction through effective program promotion and delivery coordination.
4. Monitor and analyse market trends to ensure competitive positioning of MDP offerings.

Skills and Competencies:

1. Strong marketing acumen with expertise in the education and training sector.
2. Exceptional communication and interpersonal skills.
3. Proactive and results-oriented approach to achieving organizational objectives.

Age: 40 years as on last date of application

Emoluments: All-inclusive consolidated up to ranging between Rs. 80,000/- to Rs. 1,20,000/-per month.

Tenure: The appointment will be purely on a contract basis for a fixed period not exceeding 3 years, renewable yearly. The tenure can be extended depending on the performance of the candidate and the requirements of the Institute.

General Rules and Regulations:

- Selected candidates will have to join duty immediately upon receipt of the offer.
- Fulfilment of conditions of educational qualification and experience shall not necessarily entitle any applicant to be called for further process of recruitment.
- In case of a large number of applicants, IIFT reserves the right to short-list the applications in any manner as may be considered appropriate and no reason for rejection shall be communicated.
- IIFT reserves the right to fill or not to fill the post advertised. No correspondence whatsoever will be entertained from the candidates regarding postal delays, the conduct of the result of the interview and the reason for not being called for an interview.
- The decision of the committee w.r.t. shortlisting and selection will be final and binding. No query whatsoever will be dealt w.r.t. the same.

- Interested candidates having the above qualifications and experience should only apply Online through the link given below **latest by 09.04.2025.**
- **Links for online application** – https://docs.iift.ac.in/recruit/solo.asp?jcode=MM_March2025

Only the shortlisted candidates shall be informed by e-mail to appear for the test or interview at IIFT Campus at B-21, Qutab Institutional Area, New Delhi-110016.

(Gaurav Gulati)

Registrar