



INTERNATIONAL INSTITUTE OF CULINARY ARTS, NEW DELHI

Creating Excellence in Hospitality

JOB DESCRIPTION

Job title: Student Relations & Marketing Executive
Reporting to: Chief Operating Officer

Required Experience, Skills and Qualifications

Experience in Sales & Marketing in Education/F&B Sector is preferred

Good Command over English Language

Proficiency in Computer Skills

Social Media Marketing & Google SEO

Qualifications-

MBA in Marketing

Degree in Hospitality will be an advantage.

Job Type: Full-time

Primary focus of the job

- To assist in the smooth, efficient & professional operations of IICA and Consultancy accounts under DHMSS by maintaining activity records.
- To support and lead the initiatives of DHMSS so as to make it a premier Hospitality Management Consultancy Firm and Education Provider , in India
- Assist COO/ Marketing Manager in the **marketing and students intake at the institute and meet the set targets by Management.**
- To maintain academic records of all students and communicate with them and their parents on their performance.

Job Description

IICA

- To follow and assist in effective implementation of Marketing & Sales Strategy developed by IICA
- To assist in the marketing initiatives required to promote IICA operations and thus increase student intake.
- To liaise with chef in charge for managing IICA programs and provide necessary technical support in day to day working.
- To participate in Education fairs and conduct presentations where required to create awareness of the institute leading to enhanced student intake.
- To support initiatives for recruiting students for the IICA Delhi & Gurgaon Campus through counselling walk-in enquiries & tele calling.
- To assist with the student placements at the institute with helping students get appropriate placement for internships.

DHMSS

- To service the accounts under negotiation and agreement of providing operation support services etc.
- To provide hands on support in implementing the commitments made as per agreement with clients.
- Use personal knowledge and skills in promoting the business of DHMSS & ASSOCIATE COMPANIES.
- To share all knowledge and data available gained over years in the pursuit of the objectives of DHMSS
- To share all personal support documents e.g. – books, printed materials etc. in developing data bank of DHMSS.
- Recommend and implement innovative ideas / initiatives in the growth and development of DHMSS