

Position: Officer – Marketing & Sales

Organisation Background:

The Institute of Medical & Minimal Access Surgery Training (IMMAST), a unit of Rammi Enterprises Private Limited, is an ISO 9001:2015 certified and Royal College of Surgeons, UK accredited training institute based in Mumbai, Maharashtra, India. With state-of-the-art facilities and top-of-the-line instruments, IMMAST is one of the most advanced training institutes in the country, having trained over 21,000 medical professionals from more than 30 countries since its inception. We offer a wide array of Medical & Minimal Access Surgery (MAS) training courses spanning over 20 surgical super-specialties, with 75+ courses designed for medical and surgical postgraduates, practicing doctors, and allied healthcare workers.

Location: Worli, Mumbai

Qualifications:

- Diploma or Bachelor's degree in any field, preferably in a science or healthcare-related discipline.
- Qualification in Marketing & Sales will be desirable

Experience:

- 0-3 years of sales experience, ideally within the healthcare, education or related sectors.

Skills and Competencies:

- Strong ability to interpret customer requirements and effectively present solutions that align with IMMAST's offerings.
- Excellent verbal and written communication skills with proficiency in building and maintaining customer relationships.
- Basic computer skills, including proficiency in MS Office Suite.
- Familiarity with digital marketing techniques and strategies is preferred.
- Working knowledge of design platforms (e.g., Canva) will be an asset.
- Strong analytical skills with the ability to utilize data and metrics for performance evaluation.

Profile Summary

The Officer – Marketing & Sales will be an integral part of the Marketing and Sales team, responsible for promoting IMMAST's educational courses and driving course registrations. The ideal candidate will possess strong communication and interpersonal skills, the ability to comprehend customer requirements, and the drive to foster both new and existing customer relationships. This position requires a creative and proactive individual eager to contribute to the growth of the institute.

Key Responsibilities:

Sales and Marketing Strategy Implementation:

- Implement effective sales and marketing strategies to drive enrollment and meet the organization's objectives.
- Analyze market dynamics and trends to inform strategic planning and make data-driven decisions.
- Create and disseminate promotional materials, including brochures, flyers, and digital content, to effectively communicate the value of IMMAST's educational courses.
- Maintain organized records and databases related to sales activities, leads, and customer interactions to ensure accurate tracking and reporting.

Lead Generation and Conversion:

- Generate, qualify, and convert prospective leads into course registrations through proactive outreach and engagement strategies.
- Conduct presentations and webinars to showcase the institute's offerings and enhance interest among potential customers.
- Implement upselling and cross-selling initiatives by identifying additional relevant courses for existing customers and presenting tailored education pathways.
- Maintain comprehensive lead records and track conversion rates to analyze the effectiveness of various marketing initiatives.

Market Research and Data Analysis:

- Conduct thorough market research to identify emerging trends, customer preferences, and competitive offerings in the education sector, specifically related to healthcare and surgical training.
- Utilize data analytics to monitor customer feedback, attendance trends, and registration metrics to assess the effectiveness of marketing strategies and pinpoint areas for improvement.
- Regularly prepare reports and presentations summarizing market insights, customer behavior, and sales performance metrics to inform stakeholders and guide strategic decision-making.

Customer Engagement and Satisfaction:

- Foster and maintain strong relationships with both current and prospective customers to ensure high levels of satisfaction, loyalty, and retention.
- Facilitate the registration process seamlessly, guiding participants from initial inquiry through course completion, including delivering welcome kits, preparing data for course execution, sending invoices, and gathering feedback for continuous improvement.
- Ensure compliance with all legal and quality protocols when interacting with customers and managing course registrations to uphold the brand's reputation and standard of excellence.
- Regularly analyze customer feedback and follow up with participants to assess satisfaction, addressing any issues promptly to enhance the overall participant experience.

Performance Monitoring and Analysis:

- Monitor and analyze individual performance metrics of sales and marketing activities to evaluate effectiveness, identify areas for improvement, and measure utilization.

Collaborative Teamwork:

- Work closely with other team members and departments to ensure alignment and synergy in sales and marketing efforts.
- Participate in team meetings and contribute to a collaborative work environment.

Compliance and Protocol Adherence:

- Ensure compliance with Standard Operating Procedures (SOPs) and quality protocols throughout the sales and marketing processes.

Industry Participation:

- Attend conferences, workshops, and networking events as required, contributing to the visibility and outreach of IMMAST.

Cost Efficiency Initiatives:

- Assist IMMAST Management in cost reduction strategies and work towards sustainability aligned with the centre's vision.

Others

- Any other work as may be assigned

Application Process: Interested candidates are encouraged to submit their resume and a cover letter highlighting their relevant experience and skills to careers.immast@immast.org. IMMAST is committed to creating a diverse environment and welcomes applications from all qualified individuals.

Note: Include the following mandatory information in a tabular form:

- Name in Full:
- Position applied for:
- Contact Details:
- Email ID:
- Permanent Address:
- Date of Birth:



- Highest Educational Qualification:
- Years of Relevant Experience:
- Current Location:
- Current Salary:
- Expected Salary:
- Notice Period:
- Reference 1 (Name/Organization/Email/Mobile No)
- Reference 2 (Name/Organization/Email/Mobile No)

careers.immast@immast.org within 30 days of the advertisement.