

The Alumni Association, IIT Kanpur, is inviting applications with CVs for the Noida/NCR office. Eligible and interested candidates are requested to submit their CVs to babita@iitkalumni.org by January 24, 2024.

Marketing and Sponsorship Manager

The Marketing and Sponsorship Manager is responsible for securing sponsorships for events and conducting marketing activities. This role involves executing sponsorship tactics, managing relationships with sponsors, both existing and potential, and initiating marketing strategies. The manager is also accountable for raising sponsorship for various activities, maintaining relations with sponsors / customers.

Duties and Responsibilities:

1. Secure sponsorships for the IIT Kanpur Alumni Association's activities and events by partnering with relevant brands
2. Showcase the work of the association on various online platforms
3. Maintain relationships with customers by organizing and developing specific customer-relations programs and determining the association's presence at conventions, annual meetings, trade associations, and seminars
4. Provide short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data
5. Maintain a research database by identifying and assembling marketing information
6. Provide marketing information by answering questions and requests
7. Achieve financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions

Required Skills and Abilities:

1. Ability to create and maintain strong client relationships.
2. Proficiency in coaching and involving subordinate team members.
3. Strong capabilities in managing various processes efficiently.
4. Self-motivation and a customer-focused approach.
5. Expertise in conducting market research and statistical analysis.
6. Familiarity with financial planning and strategic formulation.
7. Excellent negotiation skills for securing sponsorships.
8. Sound understanding of various market research techniques.
9. Innovative approach toward procuring sponsorships effectively.
10. Adequate knowledge of digital marketing tools and techniques.
11. Experience handling SEO/SEM, marketing database, and social media campaigns.

Education and Experience:

1. Bachelor's or master's degree in marketing or a related field
2. Proven working experience in digital marketing, particularly within the industry, preferably minimum of two years of experience in acquiring sponsorships