



## **ADMINISTRATIVE POSITIONS**

**IMI Bhubaneswar invites applications for the following administrative positions:**

- **General Manager (Admission and Outreach)**
- **Lead – Digital Marketing**
- **Senior Manager– Executive Education**
- **Senior Manager - Administration**
- **Manager – IT**
- **Deputy/Assistant Librarian**
- **Admission Counsellor**
- **Executive Assistant**

**For all the above positions, contractual appointments for specific period will be considered.**

**Salary and perquisites shall commensurate with the qualification and experience;  
and as per IMI rules.**

Interested candidates meeting the qualifying criteria may apply/forward their latest resume as per prescribed format ([download form](#)) to [career@imibh.edu.in](mailto:career@imibh.edu.in) by clearly indicating position in the subject line of the email.

## **Job Description –**

### **General Manager (Admissions and Outreach)**

#### **Job Summary**

The General Manager - Admissions and Outreach will be responsible for overseeing and managing the admissions process at IMI Bhubaneswar, ensuring efficient and effective outreach strategies to attract qualified candidates. This role involves collaborating with internal and external stakeholders, implementing innovative recruitment initiatives, and contributing to the overall growth and reputation of the institution.

#### **Key Responsibilities:**

1. Admissions Management:
  - Develop and implement comprehensive admissions strategies to meet enrollment targets.
  - Lead the admissions team in processing applications, conducting interviews, and ensuring a seamless admissions process for prospective students.
  - Evaluate and enhance admission policies and procedures to align with industry best practices.
2. Outreach and Marketing:
  - Develop and execute strategic outreach plans to increase the visibility of IMI Bhubaneswar and attract a diverse pool of qualified applicants.
  - Collaborate with marketing and communication teams to create compelling promotional materials and campaigns.
  - Represent the institution at recruitment events, fairs, and industry conferences.
3. Partnerships and Collaborations:
  - Cultivate and maintain relationships with schools, educational institutions, and industry partners to strengthen enrollment pipelines.
  - Explore and establish collaborations with organizations to enhance outreach efforts and increase the institution's presence across various regions to maintain demographic balance in admissions..
4. Data Analysis and Reporting:
  - Utilize data analytics to assess the effectiveness of recruitment strategies and identify areas for improvement.
  - Generate regular reports on admissions trends, conversion rates, and other key performance indicators.
5. Team Leadership:
  - Provide leadership and guidance to the admissions team, fostering a positive and collaborative working environment.
  - Conduct regular training sessions to keep the team updated on industry trends and best practices.
6. Budget Management:
  - Develop and manage the budget for the admissions and outreach department, ensuring optimal utilization of resources.
7. Admission Committee Coordination:
  - Coordinate with the Admission Committee to ensure a fair and transparent selection process.
  - Provide support in the evaluation of applications and decision-making processes.

#### **Qualifications:**

- Master's degree in Business Administration or a related field.
- Minimum 15 years of experience in admissions and outreach
- Strong understanding of the higher education(PGDM/MBA) landscape and current trends in admissions.
- Excellent interpersonal and communication skills.
- Proven ability to develop and execute successful outreach and recruitment strategies.
- Familiarity with data analytics tools for assessing and improving recruitment efforts.

## **Job Description –**

### **Lead - Digital Marketing**

#### **Job Summary**

The Lead - Digital Marketing will play a pivotal role in developing and executing comprehensive digital marketing strategies for IMI Bhubaneswar. This position involves working as core member of the team, implementing innovative digital campaigns, and leveraging various online channels to enhance the institution's visibility, engagement, and brand presence.

#### **Key Responsibilities**

1. Digital Strategy Development
  - Develop and implement a strategic digital marketing plan aligned with the institution's overall goals and objectives.
  - Stay abreast of industry trends and emerging technologies to ensure the effectiveness of digital marketing efforts.
2. Team Leadership
  - Lead and manage the digital marketing team, providing guidance, mentorship, and fostering a collaborative work environment.
  - Conduct regular training sessions to enhance team skills and keep them informed about the latest digital marketing trends.
3. Campaign Planning and Execution
  - Plan and execute end-to-end digital campaigns across various channels, including social media, email, search engine optimization (SEO), and display advertising.
  - Monitor campaign performance, analyze data, and make data-driven recommendations for optimization.
4. Content Development
  - Collaborate with content creators to develop engaging and relevant digital content for various platforms.
  - Ensure content aligns with the institution's brand and messaging guidelines.
5. Social Media Management
  - Manage and optimize social media channels to increase brand awareness, engagement, and lead generation.
  - Stay proactive in identifying opportunities for social media growth and audience expansion.
6. Website Management
  - Oversee the institution's website, ensuring it remains updated, user-friendly, and aligned with SEO best practices.
  - Collaborate with web developers to implement improvements and new features.
7. Analytics and Reporting
  - Utilize analytics tools to track and measure the performance of digital marketing initiatives.
  - Prepare regular reports for key stakeholders, highlighting key metrics, trends, and areas for improvement.

#### **Qualifications**

- Master's degree in Marketing, Digital Marketing, Communications, or a related field.
- Proven experience in digital marketing, with a focus on strategy development and campaign execution.
- Strong leadership and team management skills.
- In-depth knowledge of digital marketing channels, tools, and best practices.
- Excellent analytical and problem-solving skills.
- Proficiency in using analytics tools such as Google Analytics, social media insights, etc.

**Job Description –**  
**Senior Manager - Executive Education**

**Job Summary**

The Senior Manager - Executive Education at IMI Bhubaneswar will lead the planning, development, and delivery of executive education programs. This role involves collaborating with industry, generate business, managing program logistics, and ensuring a high-quality learning experience for professionals seeking advanced education in management and leadership.

**Key Responsibilities**

1. Program Development
  - Lead the design and development of executive education programs that align with the institution's goals and industry demands.
  - Collaborate with faculty, industry experts, and stakeholders to create innovative and relevant curricula.
2. Client Relationship Management
  - Cultivate and maintain relationships with corporate clients, understanding their learning needs, and customizing programs to meet specific requirements.
  - Act as a liaison between the institution and corporate partners to ensure effective communication and program delivery.
  - Generate leads and business for wider engagement of corporate professionals in executive education offerings of the institute.
3. Program Delivery
  - Oversee the execution of executive education programs, ensuring a seamless and high-quality learning experience.
  - Monitor program delivery, participant engagement, and instructor effectiveness.
4. Marketing and Promotion
  - Collaborate with the marketing team to develop and implement strategies to promote executive education programs.
  - Identify target audiences and execute marketing campaigns to attract participants.
5. Financial Management
  - Develop and manage the budget for executive education programs, ensuring financial viability and adherence to financial goals.
  - Track program revenue, expenses, and profitability.
6. Continuous Improvement
  - Evaluate program effectiveness and participant feedback to identify areas for improvement.
  - Implement enhancements to programs and delivery methods based on industry trends and best practices.
7. Faculty Coordination
  - Coordinate with faculty members and subject matter experts to ensure their availability and readiness for program delivery.
  - Provide support and resources to instructors to enhance program delivery.
8. Collaboration with Stakeholders
  - Collaborate with internal departments, industry associations, and other stakeholders to enhance the institution's executive education offerings.
  - Identify opportunities for partnerships and collaborations to expand program reach.

**Qualifications**

- Master's degree in Business Administration, Education, or a related field.
- Significant experience in program development and management, preferably in executive education.
- Strong understanding of corporate learning needs and market trends.
- Excellent project management and organizational skills.
- Exceptional interpersonal and communication skills.

## **Job Description –**

### **Senior Manager (Administration)**

#### **Job Summary**

The Senior Manager (Administration) will be responsible for overseeing and managing various administrative functions to ensure the smooth and efficient operation of IMI Bhubaneswar.

#### **Key Responsibilities**

1. **Facility Management**
  - Supervise the maintenance and operation of the institute's facilities, ensuring a safe and comfortable working environment.
  - Coordinate with external vendors for facility-related services, including security, housekeeping, and maintenance.
2. **Administrative Operations**
  - Lead and manage the administrative team to ensure the timely and effective delivery of administrative services.
  - Develop and implement efficient processes for document management, record-keeping, and general office operations.
3. **Event Management**
  - Plan, coordinate, and oversee various events hosted by the institute, including conferences, seminars, and workshops.
  - Collaborate with internal stakeholders to ensure successful execution of events.
4. **Budget and Resource Management**
  - Prepare and manage the administrative budget, ensuring cost-effectiveness and compliance with financial policies.
  - Optimize the allocation of resources to support the institute's administrative needs.
5. **Compliance and Policy Implementation**
  - Ensure compliance with relevant regulations and institute policies.
  - Develop and implement administrative policies and procedures to enhance operational efficiency.
6. **Vendor Management**
  - Identify and engage with vendors for procurement of goods and services.
  - Negotiate contracts and agreements to secure favorable terms for the institute.
7. **Health and Safety**
  - Implement and monitor health and safety protocols to create a secure and healthy environment for staff and students.
  - Coordinate emergency response plans and drills.

#### **Qualifications**

- Master's degree in Business Administration, Public Administration, or a related field.
- Minimum of 12-15 years of progressive experience in administration, preferably in an educational institution.
- Strong leadership and team management skills.
- Excellent organizational and multitasking abilities.
- Knowledge of relevant laws and regulations related to administration.
- Exceptional communication and interpersonal skills.

## **Job Description –**

### **Manager – IT**

#### **Job Summary**

The Manager - IT will be responsible for overseeing and managing the Information Technology functions at IMI Bhubaneswar. This role involves strategic planning, implementation, and maintenance of IT systems, ensuring the seamless operation of technology infrastructure to support academic and administrative activities.

#### **Key Responsibilities**

1. IT Infrastructure Management
  - Oversee the planning, implementation, and maintenance of the institution's IT infrastructure, including networks, servers, and hardware.
  - Ensure the availability, security, and reliability of IT systems to meet the needs of students, faculty, and staff.
2. Team Leadership
  - Lead and manage the IT team, providing guidance, mentorship, and technical support.
  - Foster a collaborative work environment and ensure staff members are equipped with the necessary skills.
3. Strategic Planning
  - Develop and implement a strategic IT plan aligned with the institution's goals and future needs.
  - Stay informed about emerging technologies and recommend innovative solutions to enhance IT capabilities.
4. Cybersecurity
  - Implement and maintain robust cybersecurity measures to protect the institution's data and systems.
  - Develop and enforce IT security policies and procedures.
5. Vendor Management
  - Manage relationships with IT vendors, ensuring service levels and contractual obligations are met.
  - Evaluate and recommend new technologies and solutions that align with the institution's requirements.
6. IT Support and Helpdesk
  - Provide oversight for IT support services and helpdesk operations.
  - Ensure timely resolution of IT-related issues and effective communication with end-users.
7. Data Management
  - Develop and implement data management strategies, including backups, data storage, and retrieval procedures.
  - Ensure compliance with data protection regulations and institute data governance policies.
8. Software Implementation and Integration
  - Oversee the implementation and integration of software applications to meet the needs of various departments.
  - Collaborate with stakeholders to understand software requirements and ensure seamless integration.

#### **Qualifications**

- Bachelor's or Master's degree in Information Technology, Computer Science, or a related field.
- Proven experience in IT management, with a focus on infrastructure, cybersecurity, and strategic planning.
- Strong leadership and team management skills.
- In-depth knowledge of IT systems, networks, and cybersecurity best practices.
- Excellent problem-solving and analytical skills

## **Job Description –**

### **Deputy/Assistant Librarian**

#### **Job Summary**

The Deputy/Assistant Librarian will play a key role in managing and enhancing our library resources, providing support to students and faculty, and contributing to the overall academic excellence of IMI Bhubaneswar.

#### **Key Responsibilities**

1. Library Management
  - Oversee the day-to-day operations of the library, including cataloging, classification, and maintenance of library inventory.
  - Develop and implement efficient library policies and procedures to ensure a smooth and organized functioning of the library.
2. User Services
  - Provide reference and research assistance to students, faculty, and staff.
  - Conduct information literacy sessions to educate library users on effective research techniques and resources.
3. Acquisition and Collection Development
  - Evaluate and select relevant print and electronic resources to enhance the library collection.
  - Coordinate with vendors and publishers for the procurement of books, journals, and other educational materials.
4. Technology Integration
  - Stay abreast of emerging technologies in library management and recommend innovative solutions for improved library services.
  - Manage and troubleshoot library information systems and databases.
5. Collaboration
  - Collaborate with faculty to integrate library resources into the curriculum.
  - Work closely with other departments and other institutes to support research activities and academic programs.
6. Library Outreach
  - Promote library resources and services through workshops, presentations, and other outreach activities.
  - Engage with the academic community to understand their information needs and tailor library services accordingly.

#### **Qualifications**

- Master's degree in Library Science or Information Science from a recognized institution.
- Minimum of 7-10 years of relevant experience in library management.
- Strong knowledge of library automation systems, digital libraries, and information retrieval tools.
- Excellent communication and interpersonal skills.
- Ability to work collaboratively in a dynamic academic environment.
- Demonstrated commitment to professional development and staying current with trends in library and information science

## **Job Description –**

### **Admission Counsellors**

#### **Job Summary**

The Admission Counselor at IMI Bhubaneswar will play a crucial role in facilitating the admissions process by providing guidance and support to prospective students. This position involves effective communication, relationship building, and a thorough understanding of academic programs to assist candidates in making informed decisions about their educational journey at the institution.

#### **Key Responsibilities**

1. Student Counselling
  - Provide comprehensive information about academic programs, admission requirements, and the application process to prospective students.
  - Conduct one-on-one counseling sessions to understand students' academic goals and guide them towards suitable programs.
2. Application Support
  - Assist applicants in completing admission applications, ensuring all required documents are submitted accurately and within specified deadlines.
  - Follow up with applicants regarding any missing documents or additional information required.
3. Communication and Follow-Up
  - Respond promptly to inquiries from prospective students via various communication channels, including email, phone, and in-person meetings.
  - Maintain regular communication with applicants throughout the admission process, providing updates and addressing queries.
4. Admission Events
  - Represent the institution at recruitment events, career fairs, and other outreach activities.
  - Participate in organizing and conducting admission-related events, including campus tours and information sessions.
5. Data Management
  - Maintain accurate and up-to-date records of student interactions and application statuses.
  - Utilize the Customer Relationship Management (CRM) system for efficient data management.
6. Feedback and Reporting
  - Gather feedback from prospective students and use it to improve the admissions process.
  - Provide regular reports on admission activities, conversion rates, and challenges faced.

#### **Qualifications:**

- Bachelor's or Master's degree.
- Previous experience in student counseling or admissions is advantageous.
- Excellent communication and interpersonal skills.
- Strong organizational and multitasking abilities.
- Familiarity with higher education admission processes.



**Job Description –**  
**Executive Assistant (EA)**

**Job Summary**

The Executive Assistant (EA) will provide high-level administrative support to senior executives, contributing to the overall efficiency and effectiveness of IMI Bhubaneswar's operations.

**Responsibilities**

1. Calendar Management
  - Manage and organize the daily schedules of senior executives, including arranging appointments, meetings, and travel plans.
  - Anticipate and prepare materials needed for meetings and appointments.
2. Communication and Correspondence
  - Act as the primary point of contact for internal and external stakeholders, handling inquiries and requests.
  - Draft, proofread, and edit documents, emails, and other communications on behalf of senior executives.
3. Meeting Coordination
  - Coordinate and schedule meetings, ensuring that necessary resources and materials are prepared in advance.
  - Take meeting minutes, track action items, and follow up on outstanding tasks.
4. Travel Arrangements
  - Make travel arrangements, including booking flights, accommodations, and transportation, for senior executives.
  - Prepare travel itineraries and ensure all logistical details are well-organized.
5. Document Management
  - Maintain and organize electronic and physical files, ensuring easy accessibility and confidentiality.
  - Assist in the preparation of reports, presentations, and other documents.
6. Event Support
  - Provide logistical support for events, conferences, and workshops hosted by senior executives.
  - Coordinate with internal teams and external partners to ensure seamless event execution.
7. Special Projects
  - Assist with special projects and initiatives as directed by senior executives.
  - Conduct research and compile data as needed.

**Qualifications**

- Master's degree in business administration, Communications, or a related field.
- Proven experience as an executive assistant or in a similar administrative role.
- Strong organizational and time-management skills.
- Excellent written and verbal communication skills.
- Proficiency in MS Office applications.
- Ability to handle confidential information with discretion.