



# INTERNATIONAL INSTITUTE OF CULINARY ARTS, NEW DELHI

## *Building Knowledge...Sharing Happiness*

### JOB DESCRIPTION

**Job title:** Student Counsellor & Marketing Coordinator  
**Reporting to:** **Managing Director**  
(Synergy with Marketing Manager)

#### **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**

- Assist MD/ Marketing Manager in the **marketing and students intake at the institute and meet the set targets by Management.**
- 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
- 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 and to recruit students for the institute.
- To assist in the marketing initiatives required to promote IICA operations and thus increase student intake.
- 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 through counselling walk-in enquiries & tele calling and using all digital platforms made available.
- 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