

Job Title: Marketing & Sales Executive

Location: Vidya Jyoti Institute – Ghaziabad

Employment Type: Full-time

Job Overview:

The Marketing & Sales Executive will promote the institute's courses, plan and execute local marketing activities, and generate new leads and admissions through field visits, school tie-ups, and digital campaigns.

Key Responsibilities:

- Develop and implement local marketing campaigns (banners, pamphlets, school visits, seminars, stalls, etc.).
 - Generate and nurture leads from local schools, tuition centres, and residential areas.
 - Conduct door-to-door visits and distribute promotional materials.
 - Coordinate with the counselling team for lead follow-up and conversions.
 - Maintain data of enquiries and track campaign performance.
 - Plan and execute demo classes, scholarship tests, and open house sessions.
 - Represent the institute at events, fairs, and parent meetings.
 - Achieve monthly admission and lead targets.
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Skills Required:

- Strong communication and interpersonal skills.
 - Confidence in fieldwork and meeting parents/students.
 - Basic knowledge of marketing tools and social media promotion.
 - Self-motivated, result-oriented, and good at time management.
 - Two-wheeler preferred for local travel.
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Qualifications:

- Minimum: Graduate (Marketing / Business background preferred).
 - Experience: 1–3 years in education sales or local marketing (preferred).
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Salary & Benefits:

- Fixed salary + performance-based incentives.
- Mobile allowance and travel reimbursement.
- Opportunities for growth into Marketing Manager role.