

**JOB DESCRIPTION**  
**Genuity Systems Ltd.**

<b>EMPLOYEE NAME</b>	Abdullah Al Masum	<b>DESIGNATION</b>	AGM & In-Charge, Training (Grade 7)
<b>DEPARTMENT</b>	Training	<b>REPORTS TO</b>	Executive Director (ED)

<b>Tasks, Duties and Responsibilities</b>	<b>Weight (%)</b>
Plan, assign, supervise, and coordinate activities of all employees of GSL Training Dept. Motivate them towards achieving shared company goals. Manage execution of all routine and special tasks related to training wing of GSL business. Keep ED informed of state of affairs at Training Department and seek his advice and direction as needed.	20
Plan and develop yearly training calendar. Maximize sales revenues through maintaining close relationships with potential clients, advertisements, branding, product promotion etc.	30
Prepare annual business plan and suggested budget for training department, setting strategies to achieve goals, driving employees.	10
Develop good marketing plan and execute that effectively. Also identify and evaluate new training programs. Introduce new training courses and packages from time to time keeping pace with the changes in the technology and market needs.	10
Conduct market research and analysis through trend assessment, customer feedback, technological development etc.	5
Coordinate and negotiate with the potential clients/vendors like oracle, CCNA, RedHat, PMI etc. offering exam center services for taking professional exams on their behalf.	10
Hire and mentor new faculty members or instructors and provide TOT as per the existing and upcoming training program. Evaluate instructors or faculty members' performance, effectiveness, management capacity and provide advice of improvement, if required.	15

<b>KEY PERFORMANCE INDICATORS (KPIs)</b>	<b>Weight (%)</b>	<b>Evaluation</b>
Smooth conduct of day to day activities of GSL training dept.	40	
Achieving and exceeding revenue target of GSL training dept.	40	
Expansion of training programs covered by GSL training dept.	20	
<b>TOTAL</b>	<b>100</b>	

<b>HSE:</b> <ul style="list-style-type: none"> <li>• Need complete awareness regarding the safety issues like Fire Fighting, Assembly Centre, First Aid, natural disaster etc.</li> </ul>
<b>MAIN CHALLENGES:</b> <ul style="list-style-type: none"> <li>• Deal with potential clients and meet their expectations</li> </ul>
<b>COMPETENCIES REQUIRED:</b> <ul style="list-style-type: none"> <li>• 6 to 8 Years working experience in the training institutions</li> <li>• BSc in Computer Science and MBA degree is preferable</li> <li>• Extensive experience in all aspects of developing and analyzing training materials</li> <li>• Strong managing, organizing, planning, and follow-up capabilities</li> <li>• Should have good communication and presentation skills both Bengali and English.</li> <li>• Knowledge on marketing and sales concept on profit maximization</li> <li>• Keep patience dealing with the clients</li> <li>• Ability to organize, prioritize and complete projects with minimal supervision</li> </ul>

**ADDITIONAL RESPONSIBILITIES:**

- Any other tasks assigned by Supervisor, and/or top management.

## **ORGANOGRAM Training**

**ED**  
 |  
**GM**  
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**DGM**  
 |  
**AGM**  
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<b>APPROVALS &amp; AGREEMENT:</b>	
<b>Job Holder:</b>	<b>Date:</b>
<b>CEO:</b>	<b>Date:</b>

Approved by Board of Directors on 19<sup>th</sup> Feb 2015