

**ROLES AND RESPONSIBILITIES OF BUSINESS DEVELOPMENT ASSOCIATE****1. Lead Generation & Outreach**

- Identify potential college and corporate partners for collaborations, MoUs, and internship programs
- Reach out via calls, emails, and LinkedIn to pitch company offerings
- Maintain and update the database of leads and follow-ups

**2. Client Relationship Management**

- Build and maintain positive relationships with college placement cells, training & development heads, and corporate HRs
- Schedule and assist in presentations or meetings with potential clients

**3. Market Research & Strategy Support**

- Conduct competitor and market research to identify new opportunities in the training and internship domain
- Contribute ideas to improve business development strategies, offerings, and campaigns

**4. Sales Support & Follow-ups**

- Assist in creating pitch decks, proposal documents, and emails tailored to each client
- Follow up regularly on leads to close deals and track progress in CRM tools or spreadsheets

## **5. Event & Campaign Participation**

- Support offline and online events such as internship fairs, student engagement programs, and masterclass promotions
- Help plan and coordinate on-ground activation with college contacts

## **6. Reporting & Coordination**

- Provide daily/weekly reports on outreach, follow-ups, and conversions
- Collaborate closely with the content, training, and marketing teams to align on lead nurturing

## **7. Target Achievement & Incentives**

- Strive to meet outreach and deal-closure targets set by the team
- Eligible for performance-based incentives if targets (e.g., closing 2 deals during training period) are achieved