

Job Notification Form, IIT Delhi

Company Overview

Name: FIITJEE LTD

Website: www.fiitjee.com

Company Type: Teaching & Research

Description: FIITJEE is a leading education company and the most powerful brand in supplementary education in India with Pan India & International presence, having more than 60 centres globally. FIITJEE is growing at an enviable growth rate and is a true corporate entity in its segment. FIITJEE is the No. 1 player in the market for supplementary education space & Test Preparation for IIT-JEE/ other Engineering entrance examinations. FIITJEE endeavours to command a leadership position in the formal education space and plans to become the most valuable Education Enterprise by 2020. The group has extensive plans to establish a chain of Schools, Engineering and Medical colleges across India in the near future.

FIITJEE has been instrumental and pioneering in adopting the best technology to train & teach students in their conquest to achieve success in engineering entrance exams. eCult is a technology intervention in the same direction which enables students to pursue the learning & development and complete assignments at FIITJEE. This training methodology will also trace the students performance and assessment which will help them in achieving greater success.

We have pleasure in introducing ourselves as FIITJEE Ltd., a leading education company and the most powerful brand in supplementary education in India, with Pan India & International presence. FIITJEE (Forum for IIT-JEE) was created in 1992. We have more than 82+ centres across India and 2 centres in Qatar and Bahrain. Our HQ is in Delhi. We are growing at an enviable growth rate and are a true corporate entity in its segment. We are the No. 1 player in the market for intensive preparation for IIT-JEE/ other Engineering entrance examinations, Olympiads and Scholastic examinations KVPY, NTSE etc. We endeavour to command a leadership position in the formal education space and plan to become the most valuable Education Enterprise by 2020. We have extensive plans to establish a chain of Schools, Engineering and Medical colleges across India in the near future.

Our mission is to provide wholesome school education to students through FIITJEE Integrated School Programs like : a) PINNACLE b) SUPREME & c) UDAYA Plus, in a way such that there is no need for any type of coaching outside of the school system.

In addition to the launch of FIITJEE Junior colleges in Hyderabad, many like-minded schools across the country joined hands with us in this student centric endeavour to create Ideal School Education platform for students to get admission in IITs without stress & tension along with huge success in Olympiads, KVPY. And it was this faith only that again enabled us to create landmark success in NTSE.

Today, FIITJEE is the most powerful brand in serious education and this journey from just an IIT-JEE coaching institute, to the most powerful brand has been exhilarating. However, the journey is not over yet. For us at FIITJEE, the journey will never be over... For us, this journey itself is the destination. Launch of FIITJEE World Schools at Hyderabad is a concentrated effort in that direction, where students will be trained for the best in the world through methodologies and practices that are truly world class.

India Today, one of the leading magazines of the country conducted a detailed survey on the ranking of coaching centres. As it was the first time, they considered only three major sectors for this year's survey- medical, engineering and management. This survey has ranked FIITJEE as the number one coaching institute for Engineering, Medicine & Management.

Company Overview

? Founded in 1992

? FIITJEE is a leading brand in Engineering Entrance Test Preparation and School Management (Grades VI - XII).

? FIITJEE presently employs over 3000 employees all levels spread across the states.

? Proven Excellence in Supplementary Education.

Vision for the Future

? Footprint pan India and Abroad..

? Educational facilities at par with the best in the world across all the tree sectors of the education viz Primary, Secondary and Tertiary.

Mission for the Future

? Setting up a World Class University in India – in collaboration with a TOP 20 US prestigious University.

? K-12 regular & residential schools – in collaboration with the globally acknowledged leader in this space.

? Pre-school facilities in the collaboration with the best in the world

Existing line of Business

? Leader in Engineering Entrance Education

- Test Preparation - IIT-JEE – Advanced & Mains, Olympiads, NTSE, KVPY etc.

- Integrated School Programs

? 60+ Centres across India & 2 Centres in Doha and Bahrain

? Upcoming K-12 Schools in Vellore & Chennai

? Schools on Management contract

? Megacosm Cognitions Pvt. Ltd. (MCPL) is FIITJEE's 100% subsidiary company in business of content Design, Development and Publications.

Edfora Infotech Pvt Ltd. Is sister concern in business of development of various web designs/apps & mobile apps useful to schools, teachers and students.

Job Details

Designation: Business Evangelist - Strategy, Branding & Sales

Type: Management

Place of Posting: PAN India

Job Details: Job Description: Business Evangelist - Strategy, Branding & Sales

Reporting To:

Centre Heads / Territory Business Head

Key Responsibilities:

1. Responsible as a key driver for Business Metamorphosis – Personally lead the following activities that are the most crucial part of Business Metamorphosis

i) Seminars

(1) Offline – Schools & Open Auditorium, FIITJEE Test registered students & their parents. Induction Seminar of Enrolled students & their parents.

(2) Online – Live & pre-recorded (on students' concerns – from counsellors, Admissions, AO, Faculty) – WhatsApp blast to own students and school / other databases

ii) Media Management – all channels. PR activities. Publish nice articles & interviews

- (1) Leverage our associations in print media
- (2) Be the face of the organization in your territory
- iii) Social Media Management – Provide strategic inputs to the team or agency and ensure that posts are not ADs but stories that engage the audience. Ensure 100% positive publicity on social media handles by outdoing any negative comments.
2. Key business driver to Admissions, Sales (including institutional), Marketing & Advertising resulting in great business
 - i) Ensure extraordinary counselling from all mediums.
 - ii) Ensure 100% conversion of each enquiry to registration and each registration to enrolment.
 - iii) Brand positioning on social media at centre level; creating excellent Word of Mouth (WOM). Do not post just Ads and Info but share stories where audience is compelled to participate.
 - iv) Building relations with key people in the market that can help business including but not limiting to:-
 - (1) School Authorities.
 - (2) Socially Active Parents and Students.
 - (3) Local thought leaders & Elite educationists.
 - (4) Relationship with Alumni
 - v) Build strong Relationship with current meritorious students and leverage them for business growth.
 - vi) Conduct specific WOM building activities for all stake holders - Parents, Students, Institutional heads etc.
 - vii) Execute Event based Marketing Campaigns; events must include internal exams like FTRE, Big Bang Edge, Result promotion of all major target exams
3. Talent Hunt for extraordinary results
 - i) Ensure all students selected in our admission tests, especially scholarship students, join us.
 - ii) Perform specific activities, action for these acquisitions such as establishing an active communication channel with all such students, ensuring periodic updates to them about FIITJEE achievements & milestones, drawing them to register for Admission tests and Enrol.
 - iii) Similarly tracking school toppers at various cities / towns and converting them into FIITJEE students.
 - iv) Strategize acquisition of top students from competitors.
 - v) Track students from various competitive & scholastic exams who are not studying with FIITJEE. Contact them, counsel and motivate them to join FIITJEE.

Desired Profile:

- Should be a Magnetic communicator.
- Should have an Entrepreneurial mindset.
- Prior & Proven experience in a similar activity in a leadership position in a fast growing organization.
- Will be responsible for strategy formulation (with immediate, medium and long-term implications) and step by step implementation. Should have a knack for competitor analysis & be quick to modify his/her strategies depending upon internal & external factors.
- Should be a good reader of people's capabilities & an astute planner.
- Should have leadership qualities & love to lead by example under extreme work pressure.
- Should have ability to work under stress to achieve targets in a highly competitive environment.
- Should possess high IQ, EQ & analytical skills.
- Should have excellent oral and written communication skills with ability to lead seminars and workshops for students.
- Should be able to maintain and create best business/organizational practices.

Remuneration/Annual Compensation** (INR):

- Fixed Component 0.15 cr - 0.3 cr
- Variable component (Performance Linked) : 0.10 cr - 0.20 cr
- ESOPS Upto 20 lakhs

Location: PAN India Centres

Selection Process:

• Seminar / Public Speaking / Case study/ Group Discussion followed by Personal Interview

**All the compensation details mentioned here are indicative and may vary depending upon the performance of the students during the interview process.

Joining By: 1 April 2022

Salary Details

CTC: 1,800,000 INR Per Annum

Gross: 1,456,000 INR Per Annum

CTC Breakup: CTC - 1800000
Gross - 1456000

Perks / Bonus: Incentive - 500000

Selection Process

Resume Shortlist: No

Written Test: No

Online Test: No

Group Discussion: Yes

Medical Test: No

Personal Interview: Yes

No. of Rounds: 3

No. of Offers: 8

Eligibility

Recruiting PHDs: No

Eligible Departments: B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mechanical Engineering, B.Tech in Metallurgical Engineering, B.Tech in

Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, B.Tech in Civil Engineering and M.Tech in Geotechnical and Geoenvironmental Engineering, B.Tech in Civil Engineering and M.Tech in Water Resources Engineering, B.Tech in Mechanical Engineering and M.Tech in Thermal Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering