

Position – Manager Counselling & Marketing of IICCI's Minerva Project

[MINERVA – THE ITALIAN EDUCATION HUB](#)

Minerva -the Italian Education Hub in India, is an initiative promoted and managed by the Indo-Italian Chamber of Commerce and Industry, with the Patronage of the Embassy of Italy in New Delhi. Its aim is to bring top Italian universities and vocational training institutes to India, to meet with the increasing demand for skill development in the country. The project promotes the best of Italian Higher Education in India and worldwide.

To know more about the project, please visit <https://www.minervaeduhub.com/>

PROFILE:

Within this context, the core job responsibility of the Manager – Counselling & Marketing of Project Minerva (The Italian Higher Education Project of IICCI) would be:

A. Calling & Counselling: As per Project's requirement – Leads/ prospects are to be called individually for closure and report to the Business Head. Providing administrative, counseling – application/ test registration support to students and coordinating with Italian Partner Universities in general.

B. Digital & Social Media Marketing - Regularly checking the 3rd party digital marketing vendors like Shiksha.com, etc. Conducting and Monitoring social media marketing, activities, campaigns, and performance.

C. Other Responsibilities:

- i. Supporting the Minerva Projects in its different events and activities both offline and online.
- ii. Providing administrative and coordination support to the Project / Business Head in all areas of the project as per requirement
- iii. MIS reporting to Business Head and Management (as per requirement)
- iv. Conducting Market research in identified areas
- v. Conducting research on Project specific areas as required by Project Head

Essential Requirements:

- i. Excellent written and verbal communication skills.
- ii. Minimum 3 years of experience in handling the Study Abroad segment
- iii. Tech-savvy and have handled social media marketing and campaigns
- iv. Multitasking and open to learning
- v. Capable of working well as part of a team as well as independently
- vi. Open to travel moderately for Project related meetings and activities in within Mumbai and other Indian cities.

Location: Mumbai, India

How to apply:

If you would like to be considered for the above role at The Indo Italian Chamber of Commerce & Industry, please

send your CV with an introduction letter to recruitment@indiaitaly.com



