

<b>TERMS OF REFERENCE</b>			
<b>Organization</b>	National Banking Institute (NBI)		
<b>Functional Position</b>	Manager Professional Certification courses	<b>Corporate Position</b>	Manager
<b>Source</b>	National	<b>Category</b>	Contract
<b>Age</b>	40-45	<b>Educational Qualification</b>	Master's degree (Preferably MBA)
<b>Experience</b>	Minimum 5 years in Sales and Marketing	<b>Place of assignment</b>	Kathmandu
<p>The primary responsibility of Manager Professional Certification Course shall be driving the products, support to formulate marketing plan, carrying out the marketing activities, handling the issues and queries, maintaining sound relationship with BFIs and curriculum Experts, Managing the entire operational procedures of academic products and meeting the sales target.</p> <p><b>Functions :</b></p> <ul style="list-style-type: none"> <li>• Take complete charge of sales, marketing and logistics &amp; data base management of academic products.</li> <li>• Formulate marketing strategy for Academic Products</li> <li>• Support to set the action plan to execute marketing strategy.</li> <li>• Support to prepare budget, review the results and submit the performance report</li> <li>• Maintain sound relationship with stake holders</li> <li>• Handle the customer issues and strive for maximizing customer satisfaction</li> <li>• Support to manage exams, publish results and dispatch certificates</li> <li>• Build relationship in the market and Human Resource Department of banks and other financial institutions.</li> </ul> <p><b>Qualification, Experience and Skills required</b></p> <ul style="list-style-type: none"> <li>• Master's Degree (preferably MBA)</li> <li>• Minimum 5 years of experience in sales and marketing.</li> <li>• Entrepreneurial knack with proven track record in sales and marketing</li> <li>• Good planning and budgeting skills</li> <li>• Self-driven, action oriented, passionate with 'Can-do' attitude</li> <li>• Excellent communication and interpersonal skill</li> <li>• Ability to motivate and lead the team. .</li> </ul>			