GOA INSTITUTE OF MANAGEMENT

Job Description

Ref: GIM/HR/JD/014/2025   **Date: 28th April 2025**

Designation	Assistant Manager
Position Cadre	Corporate Relations & Placement
Reporting to	Functional Reporting – Manager – Corporate Relations & Placement
	Operational Reporting – Registrar
Positions	3
Location	North India Region (Delhi/Gurgaon/ Noida)
	Western India Region (Mumbai / Pune)
	Southern India Region (Bangalore / Hyderabad/ Chennai)

Position Overview: The Assistant Manager - Corporate Relations & Placement will play a crucial role in supporting the Manager by driving corporate engagement and building lasting relationships with top companies and start-ups. This position will focus on expanding the institution's corporate network, managing placement activities, and ensuring GIM students are placed in reputable organizations both in India and internationally. The incumbent will be responsible for regular visits to corporates, establishing new partnerships, and creating strategic opportunities for student placements and internships.

Key Responsibility Areas (KRAs)

No.	KRA	Key Activities
1	**Corporate Engagement & Relationship Building**	• Develop and nurture strong relationships with key corporate partners, HR heads, and recruitment leaders to secure placement opportunities for students. • Regularly visit existing and potential corporate partners to understand their recruitment needs, promote GIM students, and foster long-term collaborations. • Establish and maintain relationships with a diverse range of companies, including leading corporations, mid-sized firms, and start-ups, across various industries. • Ensure that GIM maintains a strong presence in the corporate sector by engaging with new and emerging companies annually.
2	**Corporate Outreach & New Account Acquisition**	• Proactively identify and approach new corporate clients (including start-ups) to introduce GIM's placement services and secure placement opportunities for students.

		• Build a strong portfolio of corporate accounts year on year, expanding the range of industries and organizations hiring GIM students. • Conduct regular outreach campaigns targeting new sectors, expanding the placement pool and creating a diversified set of opportunities for students. • Lead structured market outreach initiatives to drive new client acquisitions, ensuring that placement accounts grow annually.
3	**Internship & Placement Coordination**	• Facilitate internships with top corporates for students, ensuring that these internships align with their academic and career goals. • Oversee the internship process from initiation to final placement, ensuring students gain relevant corporate exposure. • Support and guide students throughout the placement process, including pre-placement preparation, interview coordination, and follow-ups with recruiters. • Assist in the organization of campus recruitment events, career fairs, and corporate presentations.
4	**Industry & Start-up Engagement**	• Cultivate relationships with emerging start-ups, (SMEs), and fast-growing industries to diversify placement opportunities and increase student exposure to innovative work environments. • Facilitate strategic partnerships and collaborations that promote student innovation, including internships, project collaborations, and recruitment activities. • Stay informed on industry trends and emerging markets to align placement activities with current and future job market demands.
5	**Strategic Placement Planning**	• Assist in the development of annual placement strategies that focus on expanding corporate partnerships and improving placement outcomes. • Create and implement a dynamic placement plan to attract top recruiters and ensure the most successful placement of students. • Review and analyse placement data to track trends, identify areas of growth, and strategically expand placement reach across different sectors.
6	**Database Management & Reporting**	• Maintain and update a comprehensive database of corporate contacts, recruiters, and placement opportunities. • Generate regular reports on the status of corporate partnerships, new acquisitions, and placement activities. • Monitor the progress of corporate engagement strategies and provide feedback to the Corporate Relations & Placement Manager on potential areas for improvement.

Qualifications and Competencies

Category	Details
Educational Qualification	• A Postgraduate degree (PGDM/Master's or equivalent) from a recognized institution.
Experience	• Minimum 4-5 years of experience in corporate relations, business development, or placement management
Skills	• Demonstrated success in engaging with top corporates and start-ups for placement or business development • Strong interpersonal, negotiation, and relationship-building skills. • Self-motivated with a proactive approach to corporate engagement and market research. • Knowledge of industry trends and emerging job markets to better align with corporate needs • Strong proficiency in computer applications (MS Office, Placement Software, etc.)

*Key Performance Indicators (KPIs)

No.	KPI Category	Indicators
1	**Corporate Engagement & Relationship Development**	• Number of new corporate partnerships established annually, including new start-ups. • Number of new accounts added to the corporate database each year. • Frequency and quality of corporate visits to engage with existing and potential partners.
2	**Placement & Internship Conversion Rate:**	• Percentage increase in the number of companies hiring GIM students year on year. • Number of internships secured with top corporates and start-ups each year. • Number of students successfully placed through new corporate relationships
3	**Corporate Outreach & Market Penetration**	• Number of new sectors or industries that have hired GIM students. • Growth in the overall number of corporate accounts year on year. • Percentage increase in the diversity of companies (corporates, start-ups, SMEs) participating in placement activities
4	**Placement Success Rate & Student Satisfaction**	• Percentage of students placed in desired roles or industries. • Student feedback on counselling and placement support services. • Percentage of students securing placements within the first three months after graduation
5	**Data Management & Reporting Accuracy**	• Timeliness and accuracy of database updates and reporting. • Quality of market research and feedback from corporate partners on placement performance

*Above KPI's are indicative and can be modified based on the need of the organization