



Job Description: Sales & Marketing Associate

Pratham Institute for Literacy, Education and Vocational Training

Location: Mumbai, India

About Pratham Institute: At Pratham Institute for Literacy, Education and Vocational Training, we work across the country to provide individuals with the employability skills needed to address India's growing need for skilled manpower. The vocational skilling vertical of Pratham Education Foundation was launched in 2010 with a mission to create sustainable programs for training and retraining of youth for employability or entrepreneurship.

Our training centers are spread across 16 states in India. We have trained and placed over 40,000 students till date in various skills through our Industry specific courses in Hospitality, Construction, Electrician, Automotive and Bedside Assistance. We also run Entrepreneurship programs in Beauty and Tailoring to cater to people who have an entrepreneurial mind set and have supported 500 entrepreneurs to set up their own micro-enterprises. We have also trained over 60,000 people in digital literacy through our Education for Education Program.

Pratham Institute is a uniquely hybrid social enterprise with the energy and innovation of a start-up backed with the scale, resources, brand and network of India's biggest NGO. We attempt to leverage these strengths to innovate and develop financially sustainable, cutting edge solutions to the problems of providing large-scale information dissemination about jobs, access to training to reach employability, certification of skills, and provision of subsequent employment or self-employment opportunities. Pratham is also known as a launch-pad for young talent – our alumni have started significant organizations like Akshara Foundation, PRS and Kaivalya, and are regularly selected for elite education programs, including at Ivy League institutions like Harvard and Wharton. For more details, refer to <http://pratham institute.org/>

Job Description

The primary responsibility of this role is to lead all sales and marketing efforts for the new Hotel + Academic Center model that has been implemented in the Hospitality vertical. The hotels have been branded as the 'PACE Collection of Hotels'. There are two such centers at present in Aurnagabad and Khajuraho, with plans to expand to other cities over the next two years.

The role would involve:-

- Creating and leading the online Sales and Marketing strategy of the hotels.
- Managing the hotel website, updating and compiling content, images and videos for the website.
- Creating partnerships and liaising with Online Travel Agents (OTAs) and new platforms like Airbnb, Oyo rooms and the like.
- Managing all online content, hotel inventory listings and guest reviews on these platforms.

- Creating marketing material - brochures, rate cards, promotional packages etc.
- Managing online reservations for the two current hotels and all upcoming hotels.

Suggested Candidate Profile:

- Candidates interested in social enterprise (for-profit/financially sustainable) as a means of creating impact and willing to experiment with new models
- Candidates with prior experience in Sales/Marketing roles (or willing to learn quickly)
- Candidates with strong written and verbal English communication skills
- Candidates who are familiar and comfortable with working online and using MS Office applications – Word, Excell, Powerpoint
- Education qualification: Minimum graduate with 0-5 years of work experience
- Willingness to travel to different locations across India, as required
- Ability to handle multiple projects and tasks in an entrepreneurial environment
- Ability to take leadership in ambiguous situations, even when unsupervised

Date of Joining: Immediate

Remuneration: Rs 15,000- Rs 30,000 per month (based on prior experience)

Application Process: Email your Resume plus a Statement of Purpose (max 500 words) to nidhi.thachankary@pratham.org