

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY



JOB DESCRIPTION OF BUSINESS DEVELOPMENT OFFICER

FOR Centre of Management Development and Consultancy (CMDC)

About BIMTECH	Birla Institute of Management Technology (BIMTECH) was set up in 1988 by the Birla Academy of Art and Culture, with support from the Birla Group of companies. It was founded by the late Basant Kumar Birla and Sarala Birla, who were key leaders of the B K Birla Group. Every year, BIMTECH brings together students from almost all parts of India, along with some from other countries. It is a place where students learn about international business too. The mix of cultures, backgrounds, and experiences makes BIMTECH a lively and enriching place to study management.
Industry	Higher Education
Post/ Job Title	Business Development Officer-CMDC
Job Type	Regular Full Time
Reporting to	Chairperson -CMDC
Job Location	Greater Noida, (U.P) India
No. of Position	1
Salary	Salary: As per Norms
Role	<p>We are seeking a highly motivated Junior Business Development Officer to act as the frontline catalyst for CMDC's growth. This is not a traditional sales profile; it is a consultative selling role where you will be selling intellectual capital and customized corporate solutions to CXOs, HR Heads, and L&D Leaders.</p> <p>The ideal candidate will be a proactive networker with exceptional communication skills, a flair for creating visually compelling business proposals, and the digital savviness to leverage social media for lead generation and brand positioning.</p>
The role comes with the following Responsibilities	<p>1. Business Development & Revenue Generation: Identify, map, and approach potential corporate clients, SMEs, and PSUs to pitch CMDC's customized training programmes and consulting services. Drive the end-to-end sales cycle: from initial cold calling/warm outreach to pitching, negotiation, and successful closure. Achieve and exceed monthly and quarterly revenue targets.</p> <p>2. Client Relationship Management: Build and nurture long-term, strategic relationships with key decision-makers in the corporate sector. Act as a primary point of contact for clients, understanding their specific organizational pain points, and coordinating with BIMTECH's faculty to deliver tailored solutions.</p> <p>3. Digital Acumen & Social Media Leveraging: Utilize social media platforms (primarily LinkedIn, followed by Twitter(X) and relevant industry forums) to identify prospect companies, track leadership movements, and generate warm leads. Actively browse and engage with industry-related content to gather market intelligence and identify emerging corporate training needs.</p> <p>4. Content & Collateral Development: Design high-quality, visually appealing business presentations, pitch decks, brochures, and proposal documents using Canva and advanced MS Office (especially PowerPoint and Excel). Ensure all client-facing communication and collateral maintain the premium brand equity of BIMTECH.</p>
Essential Eligibility Conditions	<ul style="list-style-type: none"> Graduate or Post Graduate MBA/PGDM Degree in Business/Management/Marketing will be an advantage. 1 to 3 years of proven track record in B2B Sales, Business Development, or Corporate Relationship Management. (Experience in EdTech, Training, Consulting, or MDP sales is highly desirable) Exceptional Communication: Impeccable verbal and written English communication skills. You must be able to draft persuasive emails, articulate value propositions over phone calls, and present confidently to senior corporate leaders. Highly proficient in MS Office Suite (Word, Excel, and advanced PowerPoint formatting). Proficiency in Canva to quickly create professional, corporate-grade marketing materials without needing a dedicated design team. Digital Fluency: Deep understanding of social media browsing and usage for professional networking and business intelligence gathering (not just personal consumption). The "BIMTECH" DNA: High intellectual curiosity, professional demeanor, resilience, and a strong orientation toward goal achievement.
🌟 What We Offer	<ul style="list-style-type: none"> An opportunity to work with one of India's highly respected academic institutions Exposure to senior corporate leaders and top tier B-School faculty. A dynamic, intellectually stimulating work environment that values creativity and out-of-the-box thinking. Competitive compensation and performance-based incentives.
✉ How to apply:	<p>Please submit your updated resume with a 1-page pitch deck/presentation (created on Canva or PowerPoint) introducing yourself, your key achievements in sales, and why you are the right fit for CMDC, BIMTECH.</p> <p>Send it to [recruitments@bimtech.ac.in] with the subject line: Application for BDO – CMDC – [Your Name].</p> <p>G Form: https://forms.gle/daRUtr4Y3N4SXJeg9</p>
Last Date of application	27-04-2026