

**Job Opening: Business Development Officer (On Contract)**  
**(MDP -Industry Connect)**

**Position Details**

- Role: Business Development Officer (MDP)
- Employment Type: Contractual
- Remuneration: As per Industry Norms but will not a constraint for suitable candidates
- Location: MDI Gurgaon (with support responsibilities for MDI Murshidabad)

**Roles:**

The Business Development Officer (BDO) - MDP will serve as a strategic growth leader responsible for strengthening the market positioning, and long-term sustainability of MDI Gurgaon's Management Development Programmes. The role focuses on identifying high-impact market opportunities, driving institutional branding, building strategic corporate & government partnerships, and developing customized executive education solutions aligned with industry needs.

**Key Responsibilities:**

**1. Branding & MDP Positioning**

- Strategically position MDI Gurgaon's MDP portfolio to enhance brand visibility and market differentiation.
- Collaborate with marketing teams to design corporate communication materials, brochures, digital campaigns, and outreach strategies.
- Represent MDI Gurgaon in corporate meetings, industry forums, and business networking platforms.
- Identify and pursue relevant accreditation, certification, and ranking opportunities for Management Development Programs (MDPs) to enhance market positioning.

**2. Proposal Development & Tender Management**

- Lead the preparation of high-quality technical and financial proposals for corporate and government clients and their timely submissions.
- Identify relevant tenders/ proposal/RFPs through GeM and other e-procurement portals and manage end-to-end tender documentation and submission processes.
- Track tender submissions and manage post-award documentation and contractual formalities.

**3. Client Engagement**

- Build strong relationships with prospective clients, understand their requirements, and effectively communicate how the solutions can address their specific challenges.
- Support and manage net New Business Development for open MDPs and customized training, and opportunities to cross-sell and upsell the training programs.
- Liaising with various stakeholders such as Central/State Government, corporations and other organizations, etc. for business development.
- Manage the CRM efforts.
- Diversified ability to handle the clients

**4. Strategic Business Development & Market Expansion**

- Identify, map, and penetrate target industries including corporates, PSUs, government bodies, and multinational organizations.
- Develop and implement structured business development plans aligned with departmental revenue and growth objectives.
- Build and manage a strong pipeline through proactive outreach, networking, and institutional partnerships.

- Monitor industry trends and competitor activities to identify emerging opportunities for executive education.
- Design and implement systematic market feedback mechanisms.

#### 5. Performance Monitoring & Reporting

- Track lead conversion ratios, revenue targets, and client acquisition metrics.
- Prepare periodic business performance reports for the Head/Dean - Executive Education.
- Recommend strategic interventions to enhance programme reach and profitability.

#### Qualification & Experience

- MBA/ Post Graduate with minimum 55% marks or equivalent from a reputed Institute.
- The candidate would have at least 10 years of relevant experience in service industry in a high-touch environment especially in an education sector.
- A background in Management Development Programs, such as Strategic Management, Leadership Development Programmes etc. involving developing and marketing of such MDPs and executive training programs, Training and development activities, or related academic and professional services would be given preference.