

Job Title	Senior Manager - Business Development (Tech)	Reporting to	AVP-Business Development
Department	Business Development	Contract	FTE

The Senior Manager - BD will be primarily responsible for driving **employer tie-ups in the Tech/IT and GCC sectors** with a major focus on **achieving 75%+ placement targets**. This role demands a seasoned professional with a minimum of 10 years of experience, strong existing connections with Talent Acquisition leaders across IT/Tech/GCC companies, and a proactive, ownership-driven mindset. The individual will play a pivotal role in employer engagement, job creation, and placement execution in collaboration with internal teams and external stakeholders.

Key Responsibilities

- **Employer Partnerships & Talent Acquisition Tie-ups:** Build and deepen strategic relationships with Talent Acquisition heads and recruitment teams in IT/Tech and GCC sectors to secure quality job opportunities aligned with learner profiles
- **Building and deepening employer relationships** One of the key pillars of Generation approach is the Employer RoI for investing in skilling of youth. Consequently, Generation manages the employer relationships directly with its own team of City Managers and City Coordinators. The BD Head will have direct responsibility of building and deepening employer relationships which includes generating sufficient job opportunities for our candidates, meeting employers for understanding the requirements and concerns regarding performance of candidates, getting RoI data from

employers and convincing employers to invest in skilling by paying for hiring candidates.

- **Placement Target Ownership:** Ensure achievement of a minimum 75% placement target for all tech-focused batches by closely aligning employer requirements with learner capabilities and coordinating placement processes end-to-end.
- **Business Development Strategy:** Identify, engage, and onboard new employers, convert non-commercial employers to paying partners, and expand the employer network within Bangalore, Chennai, and wider tech hubs.
- **Employer Engagement & Mapping:** Maintain up-to-date employer-learner job mapping (3x job opportunities per candidate typically) and realign employer commitments as required to meet placement goals.
- **Collaboration with Internal Teams:** Work closely with Placement Coordinators, Training Partners, and Program Operations teams to monitor batch-wise placement progress, address bottlenecks, and provide employer feedback for continuous improvement.
- **Employability Platforms Management:** The Senior Manager - BD will also manage multiple employability platforms by overseeing the following: Track learner-wise platform usage, including time spent per learner on the platform and specific activities undertaken. Monitor periodic assessments and module scores for each learner to support data-driven interventions and learner success. Record and analyze the number of opportunities provided to each learner versus jobs applied, qualified, and ultimately joined, to optimize placement efficiency. Monitor and report batch-wise conversion rates and placement percentages, ensuring transparency and accountability in placement outcomes. These responsibilities strengthen the impact and reach of GIF's placement initiatives, ensuring every program batch receives targeted support and measurable outcomes.
- **Activity Mapping:** Business Development (BD) is crucial in the Activity Mapping process whenever a new job role is launched. This ensures that the curriculum and program content are closely aligned with current market requirements and industry

standards. BD's key contributions include: Initiating and scheduling meetings with industry experts, in collaboration with the data analytics team, to validate the relevance and requirements of the job role. Identifying employers and actively collecting data on market demand for Program Development Committee (PDC), supporting curriculum validation. Organizing and facilitating employer premises visits, involving job role holders, supervisors, HR teams, and leadership, to ensure course content is practical and aligned with actual workplace needs. Coordinating systematic content validation with industry partners through reviews and expert sessions. Identifying and onboarding qualified Subject Matter Experts (SME) from industry to contribute to curriculum development and review.

- **Market & Industry Insights:** Keep abreast of IT/Tech sector job trends, hiring challenges, and GCC demand-supply dynamics to strategically position GIF's offerings for employer advantage.
- **Communication & Reporting:** Articulate employer value propositions clearly through presentations, reports, and ongoing communications; produce weekly/monthly MIS reports on employer engagement and placement metrics.
- **Self-starter & Teamwork:** Demonstrate ownership, initiative, and continuous learning mindset; collaborate horizontally within the organization to support overall business development goals.

Desired Profile

- 7 years of experience in business development or employer relations within IT/Tech/GCC sectors, preferably with established networks of Talent Acquisition heads and total work experience 7-15 years.
- Proven track record of achieving and exceeding placement or hiring targets, with strong negotiation and closing skills.
- Exceptional communication and interpersonal skills, able to influence and maintain long-term employer partnerships.

- Strong analytical skills to track placement data against targets and implement corrective actions.
- Self-motivated, adaptive, and eager to grow within the organization with a learning-oriented mindset.
- Willingness to travel regionally as required for employer meetings and partnership development.
- Graduate or postgraduate degree from a reputed institute is preferred.

Location:

Delhi-NCR/Pune/Bangalore / Chennai

Please share your resume at: contact@pmspl.net.in