

Department: Ramaiah Global – Centre for Executive Education and Entrepreneurship

Organization: Ramaiah University of Applied Sciences

Particulars	Details
Designation Required	Course Coordinator
Qualifications & Experience	B.Sc. / B.Tech with 2 years or more of experience in programme coordination, training operations, academic administration, or related functions.
Role Responsibilities	<ul style="list-style-type: none"> • Coordinate the planning, scheduling, and execution of professional development programmes. • Liaise with faculty members, resource persons, and internal stakeholders to ensure programme readiness. • Support programme delivery across online, at-campus, hybrid, and asynchronous learning formats. • Coordinate evaluation activities, assessments, and certification processes. • Maintain programme schedules, operational records, reports, and related documentation. • Facilitate communication with participants, faculty, and programme teams to ensure smooth programme execution. • Support operational activities associated with programme delivery and administration.
Scale of Pay	As per RUAS norms
Email your CV and other relevant documents	resumes@msruas.ac.in

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Particulars	Details
Designation Required	Digital Campaign Manager
Qualifications & Experience	B.Tech (IT) / BCA / B.Sc. with 6–8 years of experience in digital campaign management, performance marketing, lead generation, or related functions. Experience in managing campaigns on Meta, Google, and LinkedIn platforms is required.
Role Responsibilities	<ul style="list-style-type: none"> • Plan, execute, and optimize digital marketing campaigns for professional development and executive education programmes. • Generate qualified leads through digital marketing and social media initiatives. • Manage campaigns across Meta, Google, and LinkedIn platforms. • Develop audience targeting strategies for working professionals and executive learners. • Monitor campaign performance and implement improvements to enhance lead quality and campaign effectiveness. • Analyze campaign data and prepare performance reports and insights. • Coordinate with programme, admissions, and marketing teams to support enrolment objectives and programme promotions. • Stay updated on digital marketing trends, tools, and platform developments.
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Particulars	Details
Designation Required	Digital Campaign Executive
Qualifications & Experience	BCA / BBA / B.Sc. with 2–4 years of experience in digital marketing, digital campaign execution, lead generation, or related functions. Working knowledge of Meta, Google, and LinkedIn advertising platforms is desirable.
Role Responsibilities	<ul style="list-style-type: none"> • Execute digital media campaigns to generate qualified leads for professional development programmes. • Support programme promotion activities through Meta, Google, LinkedIn, and other digital channels. • Assist in audience targeting, segmentation, and lead generation initiatives. • Monitor campaign performance and support optimization efforts to improve campaign effectiveness. • Coordinate with internal stakeholders to align campaign activities with programme promotions. • Track enquiries, lead flow, and campaign-related data. • Prepare campaign reports and support ongoing promotional initiatives. • Stay updated on digital marketing tools, platforms, and industry trends.
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Particulars	Details
Designation Required	Programme Manager (Academic)
Qualifications & Experience	Master’s degree in Management, Economics, M.Tech, or M.Sc. with 5–6 years of experience in programme development, academic planning, curriculum design, market analysis, or related areas.
Role Responsibilities	<ul style="list-style-type: none"> • Develop new academic and professional programmes aligned with market demand and institutional priorities. • Conduct market research and feasibility studies for proposed programmes. • Identify target learner segments and assess programme opportunities. • Design programme structures, positioning, and value propositions for new offerings. • Prepare programme concepts, academic proposals, and presentation materials for programme development initiatives. • Collaborate with academic, leadership, and marketing teams to support programme development and launch activities. • Review industry trends and competing offerings to enhance programme relevance and differentiation. • Support end-to-end programme development, implementation, and continuous improvement initiatives.
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