

# MyCaptain - An Imarticus Learning Group Company

Business Growth Associate

## Job Profile Details

Placement Cycle

**ARKA JAIN University - Placements 2025-26**

Job Location

Bangalore, India

Date of Visit

NA

Position Type

Full Time

Expected Hires

NA

Sector

Business Development

CTC

INR 400000 - 500000

Category

Level 2 - General

Description

Dear Students,  
MyCaptain - An Imarticus Learning Group Company - Hiring for the role of "Business Growth Associate"  
About Imarticus Learning Group:

MyCaptain is a part of the Imarticus Learning Group, a 13-year-old organization and a leader in skilling for Finance and Analytics in India. With over 750+ members driving growth, innovation, and excellence, Imarticus Learning has redefined professional education. Together, we are shaping the future of learners across the country.

At MyCaptain, we specialize in helping young minds discover their passions and pursue them as careers through mentorship-driven learning. Having impacted over 2.5 lakh students across 1000+ colleges in India, we are looking for dynamic individuals to join our mission and contribute to our exciting growth story.

### Role Overview

As a Business Development Associate at MyCaptain, you will work at the intersection of Marketing, Sales and leadership, driving the growth of our programs by engaging directly with universities, colleges, and students. You will play a crucial role in generating leads, managing campus ambassadors, collaborating with college placement cells, and converting leads into sales.

This is a high-impact role that offers a fast-tracked career trajectory, making it ideal for someone with a passion for growth, strong leadership skills, and a hunger to excel in a fast-paced environment. Ideal for Freshers and Recent

Graduates eager to kickstart their corporate careers, this role combines diverse experiences and dynamic challenges, offering a hands-on journey akin to a Practical MBA. Kindly go through these details. This will be your day-to-day job role.

**Key Responsibilities**

**Lead Generation:**

Recruit and manage campus ambassadors across universities and colleges.

Build and nurture partnerships with placement cells, college clubs, and student organizations by signing MoUs.

**Sales & Revenue Growth:**

Pitch MyCaptains programs to leads and convert them into paying customers.

Consistently achieve or exceed monthly sales targets.

**Marketing:**

Design and execute on-campus campaigns with ambassadors to promote MyCaptains offerings.

Develop innovative strategies to reach untapped markets and engage students.

**Leadership & Coordination:**

Lead and mentor campus ambassadors, ensuring they meet their targets.

Organize workshops, webinars, or other initiatives to build brand visibility on campuses.

**Data & Analytics:**

Track and analyze metrics to optimize campaigns and improve lead conversion rates.

**What Makes This Role Unique?**

**Practical MBA Experience:**

Gain hands-on experience in sales, marketing, and leadership, making this role a dynamic and practical MBA for freshers.

**Extremely Fast Growth:**

Demonstrate your potential and fast-track your career to managerial roles within a year.

**Young and Vibrant Workforce:**

Work with a driven and dynamic team of like-minded individuals in one of the best environments for freshers.

**Qualifications**

Bachelors degree/Masters degree

Exceptional communication and negotiation skills.

Strong leadership and organizational abilities.

A knack for problem-solving and ability to think analytically.

Proficiency in tools like Excel, Google Sheets, and CRM platforms.

**What We Offer**

A competitive salary with high-performance incentives.

Rapid career growth with managerial opportunities in as little as a year.

The opportunity to work in a high-energy, purpose-driven

environment.

Access to training, mentorship, and resources to accelerate your personal and professional growth.

For any further queries, please feel free to reach [Mr. Satish](#) on [9742591010](#)

## Open for Courses

### - Jain - Arka Jain University Jharkhand

#### BBA

1. Finance
2. Marketing
3. Human Resource

#### B.Com (Hons.)

1. Finance
2. Marketing
3. Human Resource

#### BA (Hons.)

1. Fashion Design
2. English
3. Journalism & Mass Communication

#### MBA (Semester)

1. Marketing & Finance
2. Marketing & Human Resource

## Eligibility Criteria

MBA (Semester)

*All students are eligible*

BA (Hons.)

*All students are eligible*

B.Com (Hons.)

*All students are eligible*

BBA

*All students are eligible*

Work Experience Criteria

No work experience based criteria defined yet!

Allowed Genders

[Y] Male students  
[Y] Female students  
[Y] Other Genders

Backlogs

Students with backlog(s) not allowed

## Hiring Workflow

**Resume shortlisting**

*No Venue/Time specified*

**Group discussion**

*No Venue/Time specified*

**Additional Info**

No additional information