

**Vision:** To be among the best institutions for management education in the country.

**Mission:** Develop leaders and professionals through quality management education to serve businesses and society sustainably.

## Job Description- Business Lead-Agro-tourism

<b>Job Title: Business Lead-Agro-Tourism</b>	<b>Based at: VJIM Hyderabad</b>
<b>Department: Agribusiness Management</b>	<b>Reports to: Dean/Director</b>
<p><b>Job Summary:</b> The Business Lead <b>Agro-Tourism</b> is responsible for planning, coordinating, developing and executing business strategies along with market analysis in the region to expand Agro-Tourism operations in DRNVJIRD institute premises. He/She will be required to exploit the available facility and work towards developing it as a full blown Agro-Tourism destination for students, corporates and Agri enthusiast. He/She should work towards enhanced market presence significant customer base and fully operational Agrotourism activities.</p> <p><b>Key Responsibilities and Accountabilities:</b></p> <p><b>Marketing, Promotions, Business Development &amp; Revenue Growth:</b></p> <ol style="list-style-type: none"> <li>1. Lead digital marketing, social media campaigns, and promotional events.</li> <li>2. Plan &amp; Develop branding strategies to improve resort visibility.</li> <li>3. Compare, prepare and promote agro tourism packages, farm experiences and rural activities</li> <li>4. Plan and manage farm-based experiences such as farm tours, organic farming techniques, farming experiences, cultural and traditional events, rural immersion activities, nursery mela, etc in the premises of DRNVJIRD.</li> <li>5. Identify customer segments including families, schools, corporates, and travel groups and price the services accordingly.</li> <li>6. Build partnerships with travel agencies, event planners, educational institutions, and tourism operators.</li> <li>7. Ensure the revenue growth of the resort and achieve profitable targets.</li> <li>8. Review business performance from time to time and improve the strategies</li> <li>9. Plan innovative experiences activities and events to attract customers.</li> <li>10. <b>Build a team to efficiently and profitably run the activities.</b></li> </ol> <p><b>Resort Operations Management</b></p> <ol style="list-style-type: none"> <li>1. Track bookings, occupancy, and business performance metrics.</li> <li>2. Oversee day-to-day resort and farm tourism operations.</li> <li>3. Ensure high-quality guest services and customer satisfaction.</li> <li>4. Coordinate accommodation, food services, farm activities, and recreational events.</li> <li>5. Monitor cleanliness, safety, and hospitality standards.</li> <li>6. Ensure memorable guest experiences and repeat business. Address guest feedback and resolve issues professionally.</li> <li>7. Build strong community and stakeholder relationships.</li> <li>8. Supervise hospitality, farm, and support staff.</li> <li>9. Conduct training programs for customer service and tourism activities.</li> <li>10. Ensure smooth coordination across departments.</li> </ol>	
<p><b>Qualification: MBA/PGDM in Marketing/Agribusiness Management/Rural Management/Hospitality Management/Tourism Management</b></p>	
<p><b>Experience: 5–7 years of experience in:</b></p> <ol style="list-style-type: none"> <li>1. Hospitality/Customer facing role</li> </ol>	

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| <ol style="list-style-type: none"><li>2. Service Delivery</li><li>3. Business Development</li><li>4. Rural Tourism</li><li>5. Marketing or Customer Engagement</li></ol> |
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<b>Technical Competencies:</b>
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| <ol style="list-style-type: none"><li>1. Proficiency in MS Office/Digital Marketing and ability to handle software as per requirement.</li></ol> |
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<b>Functional Competencies:</b>
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| <ol style="list-style-type: none"><li>1. Business development</li><li>2. Digital Marketing</li><li>3. Strategy formulation &amp; Market Analysis</li><li>4. Customer Relationship Management</li><li>5. Branding</li></ol> |
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**Ms.Rashmi Nair**  
HR-VJIM

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**Prof. (Dr.) Bharat Bhushan Singh**  
Director - VJIM