

# Job Description

## **Position: Senior Manager - Go-To-Market (GTM), Training Solutions**

Department: Training & Development

Reports To: Director – Training & Development

Location: iCEM Office or as required by the organization

Transport: Daily Pick up and Drop from Ahmedabad is available to iCEM employees

## About iCEM

iCEM is an autonomous institution established by the Government of Gujarat under the auspices of the Gujarat Mineral Development Corporation. With a vision to be India's leading institute for enabling sustainable mining from societal, environmental and commercial standpoints, iCEM aims to catalyse growth of the mining sector, helping it become more efficient, safe and sustainable.

Recognising the ever-evolving mining landscape and its impact on both economic growth and the environment, iCEM adopts a comprehensive approach that encompasses capacity building and skill development, developing knowledge resources, evaluating best-in-class technologies, validating breakthrough innovations for adoption in GMDC, and forging strategic collaborations with reputed national and international institutions.

Address:

Opp. Kensville Golf Resort,  
Devdholera Village,  
Off. Bavla - Rajkot Highway,  
Ta: Bavla, Dist.: Ahmedabad,  
Gujarat (India) – 382 240

## Role Purpose

The Senior Manager – GTM, Training Solutions will be responsible for developing and executing the market strategy for the organization's training and capability development solutions. The role focuses on market research, define propositions, identifying business opportunities, building client relationships, and converting capability development requirements into structured interventions and business opportunities.

The role will work closely with subject matter experts (SMEs), trainers, academic partners, and internal teams to design market-relevant learning solutions and expand the organization's training footprint across industries and institutions.

The position requires strong Training & Development domain understanding, business development capability, client engagement skills, strategic thinking, and

excellent communication ability to translate capability development needs into scalable training solutions and revenue streams.

## Key Responsibilities

### 1. Go-To-Market Strategy for Training Solutions

- Develop and implement the GTM strategy for the organization's training and capability development offerings and create a world class brand in the chosen training domain
- Identify priority sectors, institutions, and organizations where training services can create value.
- Define target segments, solution positioning, and engagement approaches for different client groups.
- Develop proposals and solution frameworks, in collaboration with internal expertise, and aim to enhance brand value through awards and white papers

### 2. Client Development & Business Acquisition

- Identify and engage government organizations, corporate clients, and institutions for delivering capability development programs.
- Build and maintain strong relationships with key stakeholders in client organizations.
- Convert client capability requirements into training proposals, programs, and long-term partnerships through lead discussions, presentations, and negotiations to drive profitable business growth.

### 3. Training Solution Development

- Work with SMEs and training partners to design market-relevant training programs.
- Translate industry capability requirements into structured training solutions and program portfolios.
- Ensure programs are aligned with industry trends, regulatory requirements, and emerging skills needs.

### 4. Market Intelligence & Opportunity Identification

- Track industry capability requirements, skill gaps, and emerging training needs across sectors.
- Analyze market demand to develop insights and guide development of new training programs and offerings.
- Identify opportunities for collaborations with industry bodies, academic institutions, and sector experts.

### 5. Partnerships and Ecosystem Development

- Develop partnerships with training experts, consulting organizations, and academic institutions to build a network of SMEs and trainers to support program delivery.
- Collaborate with industry associations and sector bodies to expand training outreach.

## 6. Program Performance & Business Tracking

- Track training program participation, client feedback, and revenue performance.
- Develop dashboards and reports to monitor training portfolio growth and client engagement.
- Identify opportunities for repeat programs and long-term partnerships.

## Stakeholder Interfaces

### Internal

- Training & Development Design and Delivery Teams
- Operations & Administration

### External

- Government and Corporate Clients
- Academic Institutions and Universities
- Training Experts, Consultants, and Industry Specialists
- Industry Associations and Professional Bodies

## Key Competencies

- Strategic Mindset
- Operational Excellence
- Stakeholder Management
- Customer Orientation
- Sustainability Focus
- Pioneering Spirit
- Effective Communication

## Qualifications

- Postgraduate degree in Management (HR, Strategy, Marketing preferred), Organizational Development, or related discipline.

## Experience

- 12–15 years of experience in training consulting and business development role in the Training and Development space

- Demonstrated experience in client engagement, solution development, and program commercialization.
- Experienced in working with training experts and academic institutions
- Experience in building training programs, partnerships, or capability development initiatives will be preferred.

## Key Success Indicators

- Profitable growth in revenue from training solutions
- Growth in training programs and client engagements
- Expansion of the organization's training portfolio and market reach
- Successful development of strategic partnerships and collaborations
- Positive client feedback and repeat program engagements