

**Practical set of Roles, Responsibilities, and KPI (Key Performance Indicators)** for each position you listed. This is suitable for an **institute / training center / small–medium organization**.

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## **1. Sales Executive**

### **Role**

Generate leads, convert prospects into students/customers, and achieve enrollment/revenue targets.

### **Responsibilities**

- Counsel students/clients about courses and services
- Follow up on inquiries (calls, WhatsApp, walk-ins)
- Convert leads into admissions/sales
- Maintain CRM or lead records
- Coordinate with marketing and operations teams
- Handle basic customer objections and close deals

### **KPIs**

- Number of leads contacted per day/week
  - Conversion rate (%)
  - Monthly enrollment target achieved
  - Revenue generated
  - Follow-up completion rate
  - Customer satisfaction score
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## 2. Digital Marketing Executive

### Role

Promote courses/services online and generate quality leads through digital platforms.

### Responsibilities

- Manage social media platforms (Instagram, Facebook, LinkedIn, etc.)
- Run paid ads (Google Ads, Meta Ads)
- Create content (posts, reels, banners, captions)
- Website updates and basic SEO
- Track and analyze campaign performance
- Coordinate with sales for lead quality

### KPIs

- Leads generated per campaign
  - Cost per lead (CPL)
  - Website traffic growth
  - Social media engagement rate
  - Ad conversion rate
  - ROI on marketing spend
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## 3. Operations Manager

### Role

Ensure smooth daily operations of the institute/organization.

### Responsibilities

- Manage daily operations and schedules
- Coordinate between sales, faculty, and management
- Oversee admissions, batches, and classrooms
- Monitor attendance and course delivery
- Handle infrastructure and resources
- Resolve operational issues

### KPIs

- Operational efficiency (%)
- Batch utilization rate

- Issue resolution time
  - Student satisfaction score
  - Faculty utilization rate
  - Process adherence
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## **4. Faculty – MS Office & Tally Course**

### **Role**

Train students in MS Office and Tally with practical and job-oriented skills.

### **Responsibilities**

- Deliver classes on MS Word, Excel, PowerPoint, Outlook
- Teach Tally with GST basics
- Conduct practical sessions and assignments
- Prepare lesson plans and notes
- Evaluate student performance
- Maintain attendance and progress reports

### **KPIs**

- Course completion rate
  - Student assessment scores
  - Attendance percentage
  - Student feedback rating
  - Practical test performance
  - Placement readiness (if applicable)
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## **5. Faculty – Full Stack, Python & Web Design**

### **Role**

Train students in software development and prepare them for real-world projects.

### **Responsibilities**

- Teach Full Stack concepts (Frontend + Backend)
- Teach Python programming
- Teach Website Design (HTML, CSS, JavaScript, basic UI/UX)
- Assign projects and coding tasks
- Conduct code reviews and tests
- Mentor students for internships/jobs

### **KPIs**

- Project completion rate
  - Student coding proficiency improvement
  - Assessment and test scores
  - Student feedback rating
  - Placement or internship success rate
  - Course syllabus completion on time
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## **6. HR (Human Resources)**

### **Role**

Manage people, culture, recruitment, and employee performance.

### **Responsibilities**

- Recruit faculty and staff
- Manage onboarding and training
- Handle attendance, payroll coordination
- Maintain employee records
- Address employee grievances
- Support performance reviews

### **KPIs**

- Employee retention rate
  - Time to hire
  - Training effectiveness
  - Attendance compliance
  - Employee satisfaction score
  - HR process turnaround time
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## **8. Faculty – Digital Marketing Course**

## **Role**

Train students in digital marketing concepts and tools with practical, industry-oriented skills.

## **Responsibilities**

- Teach Digital Marketing fundamentals and advanced concepts (SEO, SEM, Social Media Marketing, Google Ads, Meta Ads, Email Marketing, Content Marketing)
- Conduct practical sessions and live campaign demonstrations
- Guide students in creating real ad campaigns and projects
- Prepare lesson plans, study material, and assignments
- Evaluate student performance through tests and projects
- Track attendance and student progress
- Mentor students for certifications, internships, and placements

## **KPIs (Key Performance Indicators)**

- Course completion rate
- Student assessment and project scores
- Practical campaign performance results
- Student feedback and satisfaction rating
- Certification exam success rate (if applicable)
- Placement / internship readiness of students
- On-time syllabus completion

# **9. Main Boss / Director / Founder**

## **Role**

Provide strategic leadership and overall direction to the organization.

## **Responsibilities**

- Set vision, goals, and growth strategy
- Monitor performance of all departments
- Financial planning and budgeting
- Decision-making on expansion and investments
- Build partnerships and brand reputation
- Ensure compliance and quality standards

## **KPIs**

- Overall revenue growth
- Profit margin
- Student/customer satisfaction
- Brand growth and market presence
- Employee retention and performance
- Achievement of annual business goals