

Position
Two Position

Marketing Manager

Essential Job Skills

- Minimum of 10 years of experience with Masters/MBA in Marketing or its equivalence from a reputed university/worked in marketing positions in a higher education set-up.
- Strong knowledge of digital marketing and social media campaign-planning skill sets.
- Excellent managerial, organizational and co-ordination skills.
- Ability to work independently and take effective decisions.
- Ability to design and create innovative marketing and communication campaigns.
- Ability to achieve set-targets.

Description

- To direct and oversee the various marketing and outreach activities for all ADYPU Programs.
- To develop marketing programs and implement marketing campaigns.
- To strategize communications campaigns for print and online media to attract enquiries from prospective students.
- To strategize and develop all promotional material (print & online) for attracting potential students.
- To develop a reliable and accurate marketing information system for strategic marketing decisions.
- To develop and maintain a database of students and educational stakeholders to facilitate customer relationship management and direct mailing.
- To represent ADYPU at various educational conferences, exhibitions, symposiums, industry networking etc to promote ADYPU Programs.
- To manage the marketing and promotional budget to meet the student targets in a cost-effective manner.
- To prepare an annual marketing report to facilitate strategic decision making by management.
- To develop and co-ordinate media coverage and sales campaigns.
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Job Benefits

If you find yourself suitable for the profile and ready to embark on your journey with ADYPU drop a mail at: hr.resume@adypu.edu.in

Hiring organization
Ajeenkya DY Patil University

Employment Type
Full-time

Job Location
Charoli Bk.via Lohegaon, 412105,
Pune, Maharashtra, India

Date posted
January 7, 2022