

MARKETING MANAGER

Applications are invited for the post of **Marketing Manager** on contractual basis.

Qualification: PGDM/Master's degree or its equivalent from a recognised institution. Good written and oral communication skills in English. Good interpersonal skills. Proficiency in Computer Applications is a must.

Work Experience: Minimum – 5 years; Maximum - 7 years.

How to apply: Fill up “CV Format” and send to careers@gim.ac.in

Job Description of Marketing Manager at GIM

The Admissions Office is responsible for the Full-time Postgraduate Diploma in Management (240 seats), Full-time Postgraduate Diploma in Management-Healthcare (60 seats), Full-time Postgraduate Diploma in Management- Big Data Analytics (120 seats), Full-time Postgraduate Diploma in Management – Banking Insurance & Financial Service (60 seats), Fellowship Programme in Management (20 seats) and the Postgraduate Diploma in Management –Part Time (60 seats). The Admissions office undertakes Publicity and Digital Marketing initiatives to educate/ inform potential applicants and candidates. The publicity is mostly done on the internet, with emphasis to engage the applicants and facilitate dialogue.

GIM offers Management/ Executive Development Programs to industry, government, NGO and academic participants. These are in the form of in-company as well as open programs. The open programs need mass marketing and branding efforts in order to reach out to prospective participants and involves designing of collaterals (flyers, videos, advertisements, brochures) as well as promoting these programs through various media channels.

The role of Marketing Manager coordinator will be to identify opportunities, create contents, and monitor the content usage and liaison with the agencies engaged by GIM for the purposes of GIM admissions as well as for marketing of MDPs offered by GIM.

ADMISSION PROCESS

Admission activities are categorized in following parts:

- a. Collecting and compiling data for Institute Bulletin and drafting the advertisement
- b. Maintaining day to day registration/ /Coordinate with the company hosting the online process
- c. Compiling data for generation of result and maintaining records of student’s paying-up fees

- d. Helping in conceptualizing the Digital Marketing campaigns, creating base material for campaigns and monitoring the campaigns
- e. Monitoring and updating of GIM website, Facebook page and other presence on Web
- f. Post joining activities: Registration, Tuition Fee Waiver and Scholarship administration

Publicity Coordinator is responsible for all Marketing/ Publicity needed for the above, as well as, the Publicity/ Visibility of the institute, in general, as part of brand building of GIM.

JOB DESCRIPTION

a. Advertisement:

- Work out Creative Design/ Theme for the bulletin
- Maintain a repository of events/ campus photographs for use in Print & Cyber Media.
- Assist in Production of Bulletin, as needed.
- Curate the print ads by polishing language and presentations.

b. Conceptualizing the Digital Marketing campaigns & creating base material for campaigns

- Draft out the messages/ advertisements/ contents for Digital campaigns
- Broadly track the cyber world and competition to identify the elements of contents for different campaigns.
- Create, as required, and maintain a repository of material for the institutes (videos, pictures, write-ups, logo) as well as current newsworthy items to use in digital marketing efforts
- Collect quotes (in text/ video) from Faculty/ Students/ Alumni/ Industry experts, as needed for campaigns, curate the contents.

c. Posting contents and updating of GIM website, Facebook page and other presence on web

- Thoroughly review the contents of GIM website, particularly Admissions pages in the beginning of the year (September/October), for the presentation and readability, update as per the plan for the year
- Work out ideas for making our website user friendly and promote engagement of the aspirants.
- Broadly track website of iconic institutions and our competitors to identify the possible improvements/ additions to our website.
- To create and provide information/ write-ups/ videos to our media partner for Facebook page.

- Track the events in the institute, and in the community, primarily based on self-initiative/ community connect and to ensure adequate and proper publicity; escalate any matters needing organizational intervention.

d. Marketing initiatives for foreign students

- Identify channels for Digital publicity to reach International students for all four full time programmes.
- Conceptualize creatives/ write-ups specifically targeted at the International students, and execute them in-house or by a partner, as decided.
- Create collaterals, and participate in roadshows/ exhibitions to expose the institute to international audience.
- Look for and exploit the opportunities to make institute visible at various fora (eg writing blogs, or place GIM in listings/ rankings etc)

e. Enhance the visibility of the institute

- To periodically study iconic institutions and competition, and work out strategy for visibility of our institute.
- Create the write-ups/ videos/ pictures of Regular working and unique features of GIM
- Assist in organizing road-shows/ events as assigned.
- Curate the contents created by Chairs/ Offices as required.

f. Marketing of MDPs

- Liaise with the MDP team at GIM to draw up the marketing plan for the MDP calendar.
- Design and execute development of marketing collaterals such as brochures and advertisements for individual open MDPs.
- Undertake brand building efforts for each open MDP program as well as the overall GIM executive education portfolio.

g. Other related assignments

Since this job is yet to fully evolve, other elements, in line with expertise of the person, and need of the institute, will be added.