



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

Ref: IIMB/HR/RECT/2023/4

Date: 24 January 2023

<b>About IIMB</b>	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
<b>Industry/Service</b>	Higher Education
<b>Post/Job Title</b>	<b>Associate Manager/Assistant Manager – Digital Marketing, Executive Education</b>
<b>Job Purpose</b>	The selected person will lead the Digital Marketing function at the Executive Education Programmes of IIMB. The person should be able to work with minimal supervision. The role requires the person to work with multiple stakeholders both internal and external and across levels and therefore must have excellent communication and people management skills.
<b>Reporting to</b>	Chief Programme Officer, EEP
<b>Job Type</b>	Contractual – Non-Teaching
<b>Will closely works with</b>	Internal: Faculty, Staff External: Corporates, Industries
<b>No. of positions &amp; Job Location</b>	Two Position in IIMB, Bannerghatta Road
<b>Principal Accountabilities &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• The selected person must have exceptional abilities as a marketing professional. Must understand the customer needs and design the marketing collaterals and the marketing campaigns keeping the customer needs at the core.</li><li>• Responsible for developing a marketing and promotional plan that aligns with the most effective way to reach the target audience for the programmes. Must lead the end-to-end execution of the Marketing Plan - including campaign planning, analysis, execution, tracking, reporting and troubleshooting.</li><li>• Should have a good grasp of the management concepts, frameworks and tools for the various functional areas of management and should be able to use this knowledge to relate to the customer requirements.</li><li>• Creation of impactful marketing collaterals viz. Webpages, brochures, testimonials for use across different media platforms.</li><li>• Monitoring the marketing campaigns for its performance and delivery and optimize the campaigns to achieve the desired performance of the campaign.</li><li>• Creation of MIS and Dashboards for the benefits of all stakeholders.</li><li>• Interact with various functions and Faculty as and when required</li><li>• To develop knowledge and keep oneself updated on the assigned programmes and industry verticals</li></ul>
<b>Key Skill and Ability Required</b>	<ul style="list-style-type: none"><li>• Proven working experience in digital marketing</li><li>• Experience in setting up and optimizing Google Ads, Facebook, Instagram, YouTube and LinkedIn campaigns</li><li>• Strong analytical skills and data-driven thinking</li></ul>



	<ul style="list-style-type: none"><li>• Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns</li><li>• Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate</li><li>• Experience in optimizing landing pages and user funnels</li><li>• Experience with A/B and multivariate experiments</li><li>• Solid knowledge of data collection and website data analytics tools ( Google Tag Manager and Google Analytics)</li><li>• Up-to-date with the latest trends and best practices in online marketing and measurement</li><li>• Excellent communication skills.</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• Must be a post-graduate with a first-class bachelor's degree in any discipline from an institute of repute.</li><li>• Candidate's years of work experience should be: A minimum of 6 years of experience (for Assistant Manager) A minimum of 10 years of experience (for Associate Manager)</li><li>• Hands-on Digital Marketing experience in a B2C or a B2B environment</li></ul>
<b>Compensation</b>	<p>The indicative annual CTC will be in the range of Rs. 7.0 lakhs – 9.20 Lakhs for Assistant Managers and will be in the range of Rs. 10.70 Lakhs – 12.30 Lakhs for Associate Managers. The compensation be fixed based on candidates experience and qualification and will be as per IIMB Contract Appointment Rules.</p>

Interested candidates may fill the application using the link: [here](#)

Closing date for applications is 06 February 2023. Only shortlisted candidates will be intimated