

JOB DESCRIPTION

We Are Hiring!!

Marketing Executive

Job Title: Marketing Executive

Salary: As per Market Standards

Workmode: Onsite

Location: Bangalore, India

Experience: 1- 4 yrs

Company Overview:

UNIABROAD is a leading overseas education company dedicated to helping students achieve their dreams of studying abroad. With a commitment to excellence, we provide comprehensive services to guide students through the entire process of international education. As we continue to expand our reach, we are looking for a dynamic and enthusiastic Marketing Executive to join our team in Bangalore.

Responsibilities:

1. Market Research:

- Conduct in-depth market research to identify target demographics, trends, and opportunities in the overseas education sector.
- Stay informed about changes in immigration policies, educational institutions, and industry dynamics.

2. Campaign Development:

- Devise and implement strategic marketing campaigns to promote our services to prospective students.
- Collaborate with the creative team to create compelling content for various marketing channels.

3. Digital Marketing:

- Manage and optimize digital marketing channels, including social media, SEO, email campaigns, and online advertising.
- Utilize digital platforms to connect with the student community and increase brand visibility.

4. Event Coordination:

- Plan and coordinate participation in educational fairs, workshops, and seminars to showcase UniAbroad's offerings.
- Foster partnerships with educational institutions, agents, and other stakeholders.

5. Sales Support:

- Work closely with the sales team to develop effective marketing collateral that aids in student recruitment.
- Provide marketing support to regional offices and ensure alignment with overall marketing strategies.

6. Data Analysis:

- Analyze the performance of marketing campaigns using relevant metrics and tools.
- Prepare reports and insights to assess the effectiveness of marketing strategies.

7. Brand Management:

- Ensure consistent branding across all marketing materials and communication channels.
- Contribute to the development and enhancement of UniAbroad's brand identity.

Requirements:

- Masters degree in Marketing, Business, or a related field.
- Proven experience as a Marketing Executive, preferably in the education sector.
- Understanding of the overseas education landscape and student recruitment processes.
- Excellent communication skills with the ability to connect with students, parents, and educational institutions.
- Proficiency in digital marketing tools and platforms.
- Ability to work independently and collaboratively in a fast-paced environment.
- Creative thinking and problem-solving skills.

Preferred Qualifications:

- Experience in promoting educational services to international students.
- Familiarity with CRM systems and marketing automation tools.
- Knowledge of various international education systems and requirements.

How to Apply:

Interested candidates are invited to submit their resume and a cover letter highlighting their relevant experience and passion for international education to Recruit@Uniabroad.co.in
Please include "Marketing Executive Application - [Your Name]" in the subject line.

Application deadline: **25th Jan 2024**

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