

\JOB DESCRIPTION

We Are Hiring!!

Marketing Executive

About Us

We're a company dedicated to helping students achieve their dream of studying abroad. Our journey began in 2019, when our founders recognized the need for a reliable and comprehensive overseas education company. Since then, we've been working tirelessly to guide students in the process of applying to and studying at top universities around the world.

We're proud of the work we've done so far, and we're excited to continue making a positive impact on the lives of students around the world.

Role: Marketing Executive

Location: Mysore

Working Time: Monday to Saturday (10 AM to 6 PM)

Salary: 20k to 25k

Marketing Executive

Are you a seasoned marketing professional with a passion for driving business growth and brand success? We are seeking a talented Senior Marketing Executive to join our team and lead strategic marketing initiatives that will elevate our company's market presence to new heights.

Responsibilities:

- Institution Mapping – Map all colleges in the target geography of the office.
- Institute Segmentation- Institute segmentation-based courses for proper target planning.
- Relationships with Key Decision Makers – works with key decision makers of institutes
- Take appointments for seminars- Take appointments and line up seminars.
- MOU - Meeting the Principals and TPO'S for signing MOU.
- Tie Ups for Local Branding in campuses- Create opportunities for local promotion in campuses - to create UNIABROAD visibility in possible areas in the campus like Libraries, Cafeteria, Mess, Common areas etc.
- Sponsorship opportunities at target institutions – Create opportunities to sponsor institutes - annual days, institute magazines, events etc.
- Create and qualify leads.
- Submit timely reports.
- Creating UNIABROAD visibility in the target institutes.
- Should have Good Communication Skills.
- Should visit Colleges/Universities/Companies in and around the designated area, and promote company services
- Build relationships with management by setting up seminars and collecting student data.
- Brand promotion by setting up kiosks in and around colleges to generate leads
- Includes traveling in and around the region.

Requirements:

- Bachelor's degree in marketing, Business Administration, or a related field.
- Proven track record of at least 1-4 years in marketing roles, with a focus on strategic planning and Institutional experience
- Strong analytical skills to interpret data, draw actionable conclusions, and optimize marketing efforts.
- Excellent communication and leadership abilities
- Creative mindset with the ability to develop innovative marketing campaigns and initiatives.
- Experience in the B2B or B2C industry, preferably with exposure to a diverse range of products or services.
- Results-driven and proactive, with a strong sense of accountability and ownership.

If interested, please share your CV at recruit@uniabroad.co.in