



भारतीय प्रबंध संस्थान बंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

Ref: IIMB/HR/RECT/2024/53

Date: 18 June 2024

<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>Job Purpose</b>	The selected person will be part of the Digital Marketing function at the Executive Education Programmes of IIMB.- The Digital Marketing team will be responsible for the promotion of Open and customized programmes through Digital Marketing channels. The person must be a self-driving individual and should be able to work with minimal supervision.
<b>Job Type</b>	A Consultant full time role, the engagement would be for a period of one-year, extendable based on performance and institute's requirement.
<b>No. of positions</b>	One Position
<b>Principal Accountabilities &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• This is a hands-on role, and the selected person must have exceptional abilities as a digital marketing professional.</li><li>• Design and launch optimized online adverts through Google Ads, Facebook, Instagram, and LinkedIn to generate leads and conversions for the EEP offerings.</li><li>• Be actively involved in SEO efforts (keyword, image optimization etc.)</li><li>• Prepare online newsletters and promotional emails and organize their distribution through various channels.</li><li>• Provide creative ideas for content marketing and update website.</li><li>• Collaborate with designers to improve user experience.</li><li>• Measure performance of digital marketing efforts using a variety of Web analytics tools</li><li>• Acquire insights into online marketing trends and keep strategies up to date.</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>• 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>Other Skill and Ability Requirements</b>	<ul style="list-style-type: none"><li>• Proven experience in Digital Marketing and working knowledge of web analytics tools.</li><li>• Excellent understanding of digital marketing concepts and best practices</li><li>• Experience in setting up and optimizing Google Ads, Facebook, Instagram, YouTube, and LinkedIn campaigns.</li></ul>



	<ul style="list-style-type: none"><li>• Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.</li><li>• Be able to create social media posts to showcase and celebrate the success of the faculty and programmes of EEP.</li><li>• Must be able to create content for the website and create promotional materials of high quality backed up by excellent writing.</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>• Analytical mindset and critical thinking</li><li>• Excellent communication and interpersonal skills</li><li>• Basic knowledge of Java programming (preferred)</li><li>• Google Tag Manager deployment for data collection and conversion tracking from all the SM platforms.</li><li>• Google Analytics – GA4 and Universal Analytics.</li><li>• Google Search, Display, Facebook, Instagram, LinkedIn, and Twitter – should have an in-depth knowledge of these platforms and should be able to independently launch campaigns and optimize them based on insights from Analytics.</li><li>• CANVA and in video – be able to create social media banners and videos.</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• Candidate should be a Graduate with a minimum of 55% from a reputed Institute.</li><li>• Hands-on Digital Marketing experience in a B2C or a B2B environment is required.</li><li>• A minimum of 4 years+ experience in Digital Marketing</li></ul>
<b>Compensation</b>	The Indicative consultant fee incl. of all applicable taxes would be in the range of Rs. 10 Lakhs to Rs. 12 Lakhs.

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

The closing date for applications is 3<sup>rd</sup> July 2024. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields in the application and relevant supporting documents are to be uploaded. Incomplete applications will not be considered.