



भारतीय प्रबंध संस्थान बंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Ref: IIMB/HR/RECT/2025/37

Date: 18 June 2025

About IIMB	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.
Industry/Service	Higher Education
Post/Job Title	Campaign Executive – Performance Marketing
Job Purpose	The incumbent is expected to manage, Plan and run ad campaigns.
Job Type	Consultant for a period of one year extendable based on performance.
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none">• Plan and run ad campaigns on Google (Search, Performance Max, Demand Gen), META and LinkedIn Ads• Align ad formats to stages of the marketing funnel – awareness, enquiry, conversion• Ensure campaigns meet per ROAS guidelines and optimize CPC, CTR, CPL, and conversion rates• Track and manage daily and monthly ad spend as per allocated budgets• Write clear and effective ad copy and headlines tailored for executive audiences• Coordinate with the relevant stakeholders for campaign planning• Stay updated on digital marketing trends and apply best practices for education marketing• Monitor competitor campaigns and use insights to refine strategy• Analyse performance and prepare reports for internal review• Run Email & WhatsApp Campaigns• Any other work or assignment assigned from time to time.
Key Skill and Ability Requirements	<ul style="list-style-type: none">• Hands-on experience with Google Ads, LinkedIn Campaign Manager, and GA4• Strong analytical skills and ability to interpret campaign data• Good understanding of lead generation and funnel-based marketing• Knowledge of performance benchmarks in higher education / executive learning• Google and LinkedIn certification preferred
Qualification & Personal Profile	<ul style="list-style-type: none">• The candidate should be a Graduate.• Candidates should have a minimum of 3 years in digital advertising or performance marketing

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

The closing date for applications is 2nd July 2025. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields and the following documents are required to be uploaded while submitting the application.

- 10th & 12th Marksheets.
- Diploma/Graduation – All semester wise Marksheets & Final Degree/ Graduation Certificate.
- Post - Graduation (if applicable)– All semester wise Marksheets & Final Post – Graduation Certificate.
- All experience letters.
- Recent 3 months' payslips or 3 months' income proof.
- If you have undergone any training, kindly attach the training certificates.

Applications without these documents will be treated as incomplete and will not be considered.