



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	Manager – Marketing
Job Purpose	The Marketing & Outreach Executive is responsible for driving awareness, engagement, and enrolment for Degree-granting programmes through strategic marketing, corporate outreach, and event management initiatives. The role focuses on executing digital and offline marketing campaigns, building relationships with corporate partners and prospective candidates, coordinating impactful events and information sessions, and collaborating with internal and external stakeholders to strengthen programme visibility, enhance candidate experience, and support admissions objectives.
Job Type	Contractual – non-teaching
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none">• Create and manage marketing content for social media platforms to enhance brand visibility and audience engagement.• Plan and execute paid marketing campaigns on platforms such as LinkedIn to generate leads and increase programme awareness.• Create Email Campaigns to create awareness and to attract potential candidates• Organize and coordinate online and offline events including open houses, information sessions, webinars, and networking events.• Reach out to corporates and organizations to facilitate information sessions and promotional activities for MBA programmes targeted at working professionals.• Represent the institution at industry events, conferences, and professional networking forums.• Collaborate closely with internal stakeholders including faculty, students, admissions teams, and administrative staff to ensure smooth execution of marketing and outreach initiatives.• Coordinate with external stakeholders such as prospective candidates, vendors, corporate partners, and event agencies.• Develop marketing collateral including brochures, flyers, posters, presentations, and promotional materials to support branding and admissions activities.• Support lead generation and candidate engagement efforts through timely communication and follow-ups.• Track campaign and event performance, and provide insights for continuous improvement.• Prepare Programme expense budgets• Handle new initiatives that can help in more prospective student engagement and better outreach.• Other job roles/activities assigned by the Head – Marketing



Key Skill and Ability Requirements	<ul style="list-style-type: none">• Hands-on experience in social media marketing and promotional activities• Strong lead generation and candidate engagement skills for educational programmes• Excellent presentation and public speaking abilities• Strong analytical, planning, and forecasting skills• Target-oriented with the ability to achieve goals effectively• Ability to work collaboratively with senior management and stakeholders• Strong customer focus and interpersonal skills with a solution-oriented mindset• Self-motivated, proactive, and capable of working independently under deadlines.• Willingness to travel extensively as required by the role
Qualification and Work Experience	<ul style="list-style-type: none">• Candidate should be a first-class Graduate with master's degree (preferably in Business Administration or equivalent) from a reputed Institution.• Candidates should have minimum 10 years of experience after master's degree, preferably in marketing.
Compensation	The selected candidate will be appointed on a contract basis with a consolidated monthly salary (CTC). The contract is renewable based on satisfactory performance. While the final compensation will be determined by the candidate's profile, the indicative remuneration is ₹14.02 Lakhs per annum , plus additional benefits.

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

The closing date for applications is 24th June 2026. Only shortlisted candidates will be intimated. It is mandatory to fill in all 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.