



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	Associate Manager - Marketing
Job Purpose	<ul style="list-style-type: none">• This is an individual contributor role, reporting to the head of Marketing - Programmes.• The key objective is to provide a quality application pool for the Admissions selection process.• The selected candidate must have good abilities as a sales and marketing professional in B2C and B2B context.• Must understand the target group's needs and design marketing collaterals (brochures, videos) and marketing campaigns (Webinar and Open houses) accordingly.• To analyze the past data to make sense of the broad trends and build strategies that are data driven.
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none">• Prepare go-to market plans, initiate, and organize multiple time-bound marketing events in-campus and outside for Programmes marketing.• Present and meet prospective candidates at information sessions, webinars, and partner events to provide accurate and timely information on Programmes.• Collaborate and coordinate with internal (academic and administrative) stakeholders for timely correspondence for Programme parameters, payments and other activities relating to marketing.• To run Social media campaigns independently or with partners.• Exposure to SEO, Google ads and LinkedIn advertisement is preferable.• Prepare Programme wise Marketing expense budget and manage activities accordingly.• Develop new initiatives that can help in more prospective student engagement and better outreach.• Creation of MIS and Dashboards for the benefit of all stakeholders.• Budget preparation and its management.• Oversee the department activities of all programmes in addition to programmes assigned to him/her and• Focus on international promotions of programmes.• Other job roles/activities assigned by the Head – Programmes Marketing
Key Skill and Ability Requirements	<ul style="list-style-type: none">• Strong skills in developing leads to educational programmes.• Must have the ability to make high quality presentations to large audiences.• Strong Analytical, Planning and Forecasting skills• Ability to work with Senior Management.• Should possess excellent interpersonal skills and have a solution-orientated mindset.• Should be self-motivated and able to work independently, with a strong sense of urgency regarding the timely completion of work.• Maintaining organized and accurate written and electronic records of all relevant work in the department and the results thereof.• The job involves significant traveling both domestic and international.
Qualification and Personal Profile	<ul style="list-style-type: none">• Candidate should be a Graduate and master's degree in management is desirable.• Candidates from the education industry and with exposure to international markets are preferred.• Candidate should have a minimum 10 years of Marketing experience in the education sector.

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

The closing date for applications is 5th June 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.