

Job Description – Sr. Executive - Media and Branding

- 1) Be proactive, take initiatives, have a problem-solving approach, an orientation to learn, and an attitude to excel. All tasks are deadline-driven, hence timely and accurate delivery of work is crucial.
- 2) Planning and executing consistent communication across all PR events, forums, branding and positioning programs aimed at different stakeholders (faculty, alumni, current students, clubs and committees) to augment the business growth
- 3) Reviewing & monitoring brand communication mix, media selection (website digital & print media) and PR activities
- 4) Leveraging and implementing new-age marketing channels to improve ROI (such as digital marketing, marketing analytics, etc.)
- 5) Should be excellent in content writing
- 6) Coordinate with the digital vendor and Monitor Search Engine Optimization, checking of Keyword Ranking, Increase Followers on across all social media platforms, and Social Media Bookmarking, to improve rankings of keywords. Share monthly and quarterly reports on the same.
- 7) Manage Social Profiles, Google My Business (GMB), Quora Influencer, content updation, manage reviews, etc.
- 8) Fortnightly website audit and updation (if need be) with the help of website team
- 9) Audit social media platforms and prepare monthly and quarterly reports
- 10) Co-ordination with different departments and external marketing vendor to design and post relevant articles for Social Media handles
- 11) Manage and Monitor activities of the Student Branding Team (SMART)
- 12) Competition Analysis of B-School activities, prepare reports on the same
- 13) Generate Social Media campaign ideas
- 14) Coordinate with different departments for IMIK ranking (private) and prepare reports
- 15) Coordinate with content writers and IMIK faculty members for articles
- 16) Maintain budget and MIS report for the verticles (Media & Ranking)

Desired Qualifications:

- 1) Minimum 2 years of experience managing a brand across multiple markets
- 2) Proven experience in Online/Digital Marketing
- 3) Creative thinker and problem solver
- 4) Strong communication and content writing skills
- 5) Strategic thinker able to identify long-term opportunities and trends
- 6) Graduate, preferably with certification in Digital Marketing