



<https://jobable.govhelp.in/job/byjus-recruitment-2023-24-private-jobs-marketing-specialist-post/>

Byjus Recruitment 2023-24 – Private Jobs – Marketing Specialist Post

Hiring organization
Byjus

Job Location

India
Remote work from: IND

Date posted

December 22, 2023

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Valid through

30.06.2024

Base Salary

USD 11,800 - USD 19,200

APPLY NOW

Qualifications

12th/ Graduate

Employment Type

Full-time

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Description

Byjus Recruitment 2023-24

At Byju's, you'll be more than just a marketing specialist; you'll be a crucial player in shaping the future of education. You'll work on exciting projects that touch millions of young minds, using your creativity and marketing expertise to develop campaigns that not only attract students but also inspire a love for learning.

Byjus Careers

Responsibilities:

- **Campaign Architect:** Develop and execute engaging marketing campaigns across diverse channels (digital, social media, video, events) to reach target audiences and achieve brand objectives.
- **Content Maestro:** Craft compelling and informative content (website copy, social media posts, blog articles) that resonates with students and parents, showcasing the value of Byju's learning products.
- **Data Decoder:** Analyze marketing performance data to gain insights, identify trends, and optimize campaigns for maximum impact.
- **Trend Tracker:** Stay updated on the latest marketing trends and technologies, proposing innovative strategies to keep Byju's ahead of the curve.
- **Budget Guardian:** Manage marketing budgets effectively, ensuring optimal resource allocation and campaign ROI.
- **Team Player:** Collaborate closely with internal teams (product, design, sales) and external partners (agencies, influencers) to

ensure seamless campaign execution.

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Byjus Jobs near me

Skills:

- Bachelor's degree in Marketing, Communications, or a related field preferred.
- 2+ years of experience in marketing, ideally within the education or e-learning industry.
- Proven track record of developing and executing successful marketing campaigns across multiple channels.
- Strong understanding of digital marketing principles and tools (SEO, SEM, social media marketing).
- Excellent written and verbal communication skills, with the ability to craft persuasive and engaging messages.
- Data-driven approach to marketing, with the ability to analyze and interpret data to inform strategic decisions.
- Ability to work independently and as part of a team in a fast-paced environment.
- Passion for education and a deep understanding of Byju's brand and products is a plus.

Important Links

Find the Link in [Apply Now](#) Button

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