



<https://jobable.govhelp.in/job/marketing-director-all-jobs-for-you-byjus-careers-for-freshers/>

## Marketing Director – All Jobs For You – Byjus Careers For Freshers

**Hiring organization**  
Byjus

### Job Location

India  
Remote work from: IND

**Date posted**  
February 27, 2024

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**Valid through**  
31.08.2024

### Base Salary

USD 10 - USD 21

APPLY NOW

### Qualifications

Graduate, 12th

### Employment Type

Full-time

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### Description

## Marketing Analyst

We are seeking a passionate and experienced Marketing Director to lead the development and execution of our comprehensive marketing strategy. You will be responsible for overseeing all aspects of marketing, from brand management and go-to-market strategies to driving brand awareness and lead generation.

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## Byjus Careers

### Responsibilities:

- Develop and implement a data-driven marketing strategy aligned with BYJU'S overall business objectives.
- Lead and manage a team of marketing professionals, fostering collaboration and a culture of creativity.
- Develop and oversee campaigns across various channels, including digital marketing, traditional media, and brand partnerships.
- Conduct market research and analysis to understand emerging trends and customer preferences.
- Track and measure marketing performance and make data-driven recommendations to optimize campaigns.
- Stay abreast of the latest marketing technologies and trends and apply them to BYJU'S marketing initiatives.

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#### **Skills:**

- 10+ years of experience in marketing leadership roles, preferably within the EdTech industry.
- Proven track record of success in developing and executing successful marketing campaigns.
- Strong understanding of digital marketing principles and best practices.
- Excellent communication, presentation, and interpersonal skills.
- Demonstrated ability to lead and motivate a team.
- Analytical and data-driven approach to decision-making.
- Passion for education and a deep understanding of the EdTech landscape.

#### **Tags:**

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