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Marketing Director – Job Vacancy Near Me – Job Vacancy in Byjus

Hiring organization
Byjus

Job Location

India
Remote work from: IND

Date posted
February 29, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 22

APPLY NOW

Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Director

We are looking for a passionate and experienced Marketing Director to join our dynamic team and play a pivotal role in shaping the future of BYJU'S brand. You will be responsible for leading and developing our entire marketing strategy, overseeing all marketing activities, and driving brand awareness and student acquisition.

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Byjus Careers

Responsibilities:

- Develop and execute comprehensive marketing strategies across all channels (digital, offline, and experiential) to achieve brand objectives and business growth.
- Lead and manage a team of marketing professionals, providing them with direction, mentorship, and support.
- Oversee market research and stay up-to-date on industry trends, competitor analysis, and consumer behavior to inform marketing strategies.
- Drive brand awareness and build positive brand perception across target audiences through impactful marketing campaigns.
- Manage and optimize marketing budgets, ensuring efficient resource allocation and cost-effectiveness.

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Byjus Jobs Near Me

Skills:

- Proven experience in leading and managing high-performing marketing teams.
- Strong understanding of marketing principles and best practices across various channels (digital, offline, and experiential).
- Excellent analytical and problem-solving skills with the ability to translate insights into actionable strategies.
- Strong communication, interpersonal, and leadership skills with the ability to inspire and motivate team members.
- Passion for education and a deep understanding of the edtech space.

Tags:

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