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

Hiring organization
Byjus

Job Location

India
Remote work from: IND

Date posted
March 2, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 21

APPLY NOW

Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Specialist

Byju's, India's leading edtech company, is searching for a talented and enthusiastic Marketing Specialist to join our dynamic team. In this role, you'll play a key part in developing and executing marketing campaigns that raise brand awareness, generate leads, and drive student enrollment across our diverse learning programs.

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Byjus Careers

Responsibilities:

- Assist in developing and implementing creative marketing campaigns across various digital and traditional channels.
- Conduct market research and competitor analysis to identify trends and opportunities for growth.
- Generate engaging content (written, visual, or social media) that resonates with our target audience of students and parents.
- Support with managing and optimizing our online presence across social media platforms and the Byju's website.
- Track campaign performance and analyze data to measure success and identify areas for improvement.

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Byjus Jobs Near Me

Skills:

- Strong understanding of digital marketing principles and best practices (SEO, SEM, social media marketing).
- Excellent written and verbal communication skills with the ability to craft compelling and informative content.
- Creativity and a keen eye for design to develop engaging marketing materials.
- Proficient in using project management and marketing automation tools (e.g., Asana, MailChimp).
- Data-driven approach with the ability to analyze and interpret marketing metrics.

Tags:

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