



<https://jobable.govhelp.in/job/marketing-specialist-jobs-near-me-job-vacancy-in-byjus/>

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

### Job Location

India  
Remote work from: IND

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### Base Salary

USD 15 - USD 22

### Qualifications

Graduate, 12th

### Employment Type

Full-time

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### Description

## Marketing Director

This is an excellent opportunity for a marketing professional with 2-4 years of experience to contribute to a rapidly growing ed-tech leader. You'll work collaboratively with various departments to develop data-driven marketing initiatives, manage diverse marketing channels, and measure the success of your campaigns to optimize BYJU'S reach and impact.

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## Byjus Careers

### Responsibilities:

- Conduct market research to understand student needs, competitor strategies, and emerging educational trends.
- Develop and implement comprehensive marketing plans aligned with BYJU'S overall enrollment targets.
- Create compelling marketing content across various channels, including digital ads, social media posts, website copy, and brochures.
- Manage BYJU'S presence on social media platforms, fostering brand engagement and building a strong online community.
- Oversee and optimize online marketing campaigns (SEO, SEM, PPC) to drive targeted website traffic and lead generation.
- Analyze marketing campaign performance using data analytics tools and recommend improvements for optimization.

### Hiring organization

Byjus

### Date posted

March 7, 2024

### Valid through

31.08.2024

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- Collaborate with the sales and product teams to develop effective sales enablement materials and support lead nurturing initiatives.
- Stay abreast of the latest marketing trends and technologies in the education sector, identifying opportunities for integration within BYJU'S marketing strategy.

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### **Byjus Jobs Near Me**

#### **Skills:**

- Strong analytical and problem-solving skills with a data-driven approach to marketing.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively across departments.
- Creativity and a passion for developing engaging marketing content that resonates with students and parents.
- Proficiency in digital marketing tools and platforms (SEO, SEM, social media management).
- Understanding of marketing metrics and ability to analyze campaign performance data.
- A passion for education and a strong understanding of the evolving ed-tech landscape (a plus).

#### **Tags:**

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