



Job Description: Senior Manager, Digital Marketing

Roles and Responsibilities:

- Support customer acquisition in two business verticals
 - Admissions: Students for all full-time MBA programs and doctoral program
 - Executive Education: Long duration certificate programs for working executives, Open Programs calendar for L&D heads, In-Company Programs for L&D heads
- Drive the top of the funnel for the business and have a deep understanding of paid digital marketing channels for lead generation and scale up on customer acquisition
 - Google Ads – Search, GDN, YouTube campaigns, keyword research & remarketing campaigns
 - Facebook and Instagram Ads – audience creation, audience insight, custom conversions, pixels, retargeting using Facebook Business Manager
 - LinkedIn Campaigns - lead generation using sponsored content, Lead Form Ad, Sponsored InMail & text ads
- SEO – Knowledge of off page & on page optimizations. Benchmark and achieve best SERPs for website & key generic keywords
- E-Mail Marketing – Database marketing and use of tools like MailChimp
- Plan innovative growth strategies, by developing a deep understanding of our target consumers
- Drive continuous improvement and optimization through experiments including AB testing for digital ads
- Curate insights from FB and LinkedIn Business Manager, Google Analytics, Google Ads Manager, and other platforms to map customer journeys and buyer segments
- Identify new growth opportunities within existing platforms and outside to acquire new and engaged users
- Collaborate with content and creative team to drive campaigns
- Create a performance metrics framework to set and evaluate goals for every campaign
 - Track, analyze, and report on key performance metrics and identify opportunities to improve KPIs across areas of responsibility
 - Generate daily, weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives
- Derive Market intelligence from various platforms and continually apply them to improve campaign and content marketing

Key Skills:

- Apply a data-driven approach to manage campaigns and derive insights on strategy and performance
- Analytical and creative thinking, with attention to detail

- Good verbal and written communication skills
- Collaborative working style

Required Education and Experience:

- Master's degree preferably in Business Management/Administration
- 4 to 8 years of experience in Social Media Marketing and Digital Marketing (focus on Lead Generation and Performance Marketing), having managed paid campaigns across platforms (Google, LinkedIn, Facebook, and other bidding platforms) as well as SEO, SEM strategies
- Preferably from Education/EdTech industry or experience working on Education/EdTech Clients in an ad firm
- Using Analytics tool (Adobe/ Google), SFDC and Search console, with a strong aptitude for numbers
- Experience in social media management
- Exposure to Content Management Platform will be an added advantage

Reporting:

- Head, Admissions
- Head, Executive Education

Interested candidates may please send their CV to amit.ghosh@imi.edu