

**Job Title: Performance Marketing Executive**

**About the Role:**

Execute performance-driven digital marketing campaigns to support lead generation for IMI. The role involves campaign operations across advertising platforms, coordination with agencies and internal teams, and consistent monitoring to ensure campaign accuracy, efficiency, and brand alignment. The Performance Marketing Executive plays a key support role in enabling cost-effective and well-targeted digital outreach.

**Key Responsibilities:**

- Set up and monitor performance campaigns on platforms like Google, Meta, etc., following defined campaign plans and guidelines
- Prepare and maintain campaign tracking sheets, performance dashboards, and weekly MIS reports
- Coordinate with creative teams and agencies to collect assets and upload creatives on time
- Implement UTM tags, check ad tracking, and support attribution setup for accurate lead source mapping
- Support in analysis of campaign metrics (CTR, CPL, impressions, etc.) and draft performance summaries
- Implementing A/B testing, optimizing ad targeting, landing pages, and user flows to improve conversion rates.

**Eligibility:**

- 3-5 years of hands-on experience in running performance marketing campaigns, preferably in the education or consumer sectors
- Working knowledge of Google Ads, Meta Ads Manager, and performance tracking tools (UTM, Google Analytics, Google Tag Manager)
- Familiarity with Excel or Data Studio for reporting and dashboarding
- Experience coordinating with external agencies or creative vendors
- Strong attention to detail and the ability to manage multiple campaigns simultaneously
- Strong analytical and Excel/Google Sheets skills for data-driven decision making.

**Key Performance Indicators (KPIs):**

- Volume and quality of leads generated through digital campaigns
- Turnaround time from campaign brief to go-live
- Engagement metrics of creatives (CTR, video views, shares, comments)
- Adherence to brand and messaging guidelines across all campaigns
- Accuracy in performance tracking and consistency in dashboard updates

**Location:**

Delhi

**Interested candidates are invited to submit their application along with a detailed resume at [headadmissions@imi.edu](mailto:headadmissions@imi.edu)**