

Job Description for Marketing Manager

Job Overview:

Seeking a dynamic and results-driven Marketing Head to lead and execute the marketing strategy for a variety of university programs, projects, workshops, and courses. In this role, you will be responsible for developing innovative marketing campaigns, managing media relations, and ensuring that our academic offerings reach and resonate with our target audiences. The ideal candidate will have a strong understanding of marketing, excellent leadership skills, and the ability to work collaboratively with various departments.

Key Responsibilities:

- **Strategic Planning & Execution:**
 - Develop and implement a comprehensive marketing strategy for university programs, projects, workshops, and courses.
 - Align marketing initiatives with the university's overall goals and brand identity.
- **Campaign Management:**
 - Create and oversee integrated marketing campaigns (digital, print, events) to promote university programs.
 - Monitor campaign performance and optimize strategies based on key performance indicators (KPIs).
- **Media & Public Relations:**
 - Manage media relations, including press releases, social media, and content marketing to enhance the university's public profile.
 - Coordinate with external agencies and partners to amplify marketing efforts.
- **Budget Management:**
 - Oversee the marketing budget, ensuring optimal allocation of resources and cost efficiency.
 - Report on budget performance and return on investment (ROI) for marketing initiatives.
- **Collaboration & Leadership:**
 - Work closely with various departments, event organizers, and external stakeholders to ensure a cohesive marketing message.
 - Lead and mentor a small team of marketing professionals, fostering a culture of creativity and accountability.
- **Market Research & Analysis:**
 - Conduct market research to identify trends, target audiences, and opportunities for growth.
 - Analyze data to adjust strategies and inform decision-making processes.

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Qualifications:

- **Education:**
 - Bachelors degree in Marketing, Business Administration, Communications, or a related field (Masters preferred).
- **Experience:**
 - 5-7 years of marketing experience, preferably in higher education or a related industry.
 - Proven track record in managing successful marketing campaigns and leading teams.
- **Skills & Competencies:**
 - Strong strategic thinking and problem-solving abilities.
 - Excellent communication and interpersonal skills.
 - Proficiency in digital marketing, social media management, and data analysis tools.
 - Budget management and project management experience.
 - Ability to work collaboratively in a fast-paced, dynamic environment.