



Job Title: Key Account Manager

Location: Mumbai

Experience: 3-9 years

Nature of work: Full-time

- **About Get Set Learn:**

We are reimagining school education for the 21st century. Our focus is to build better learning experiences for schools and students. We aim to curate the learning needs of students across multiple grades and age groups onto a single platform and enable schools with new-age solutions to address the challenges of the digital future and the National Education Policy. Get Set Learn [formerly Uniform Junction] is an Arvind Mafatlal Group Company - a 100+ year old conglomerate that has served the school ecosystem for decades.

- **About the role**

The role requires the candidate to build Get Set Learn's education business across Tier 3+ locations in India. The role offers a challenging assignment to build a business from scratch and is equally rewarding. There is a mix of market research, content curation, marketing, sales and operations.

- **Job Description**

- **Infrastructure & locations**

- Identify and prioritize locations.
- Ensure the local infrastructure is ready for operations.
- Anticipate any gaps in infrastructure and address the gaps.

- **Market Research**

- Understand the locations and nuances from content requirements, price points, etc.
- Develop a view on the product offerings for the location.
- Share new insights with the content team.

- **Content**

- Understand the Get Set Learn product portfolio.
- Able to differentiate on the offerings by category, pricing, etc.
- Develop a view on what type of content works for various locations.
- Understand the school calendar and the impact on content requirement.

- **Team**

- Understand the resource requirements.
- Able to source and recruit the right candidates for different job profiles.
- Guide the team on various aspects and support the team on the job.

- **Sales & Marketing**

- Develop a marketing plan including online and offline.
- Help the team execute the marketing plan.
- Keep track of the sales team and guide the team during the sales cycle.

- **Operations**

- Understand the operations step by step.
- Able to articulate the process and develop SOPs for the team.
- Identify specific gaps and work with internal teams to fill the gap.

- Relationships

- Develop and manage local relationships with stakeholders and partners.

- **Requirements and skills**

- Graduate/ Masters/ MBA/ PGDM in relevant field.
- 3-9 years of experience.
- Excellent verbal and written communication skills.
- Willing to travel extensively across Tier 3+ locations in India.
- Preferred background from coaching centres, retail stores, other offline stores.