



Job Title: Marketing Manager

Location: Mumbai

Experience: 3-6 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 develop and execute marketing strategies for the Get Set Learn's education business across a specific geography or with one or more partners. The role offers an enriching environment to build a new business with multiple opportunities to grow.

- **Job Description**

- Create tailored global partner messaging, content, campaigns and programs to the requirements and sales plays of regional partners, enabling partners in APAC to successfully generate and nurture leads for our suite of products
- Help develop creative briefs and guide creative direction to meet objectives for all marketing and public-facing communications, including print, digital, and video assets
- Advocate and represent partners to internal stakeholders throughout the region and the company, including demand generation, field marketing & events, content strategy, design, and communications

- Lead regional co-marketing campaigns with strategic alliance and focused-channel partners, including hosted or third-party events, webinars and digital campaigns, as well as the tracking and reporting of outcomes of those campaigns
 - Maintain positive and productive relationships with key partners;
 - Evaluate the performance of partner marketing programs and recommend improvements;
 - Develop joint marketing plans based on market trends and customer needs;
 - Good knowledge in marketing automation, running multi-channel campaign flows, content marketing, account-based marketing, media monitoring, etc.
 - Actively promote partner engagement by planning and producing awareness activities such as content, events and campaigns
 - Generating new business leads with the help of brand campaigns designed to
 - Increasing brand awareness and market share.
 - Coordinating marketing strategies with the sales, financial, PR, and production depts.
 - Preparing and presenting quarterly and annual reports to senior management.
 - Promoting our brand at trade shows and major industry-related events.
 - Keeping informed of marketing strategies and trends.
- **Requirements and skills**
 - Graduate/ Masters/ MBA/ PGDM in relevant field.
 - Comfort with understanding and interpreting marketing performance reports and communicating their results.
 - A track-record of building measurable B2B /B2C programs and marketing communications efforts that deliver against bold business goals.
 - 3-7 years of experience.
 - Excellent verbal and written communication skills.
 - Digital first mindset.