

Navneet TopTech Limited

Job Title: Marketing Communications Manager

Experience: 4-5 years

Responsibilities:

1. Develop and execute comprehensive marketing communication strategies in alignment with organizational goals.
2. Streamline internal and external corporate and brand communication to ensure a consistent and compelling message.
3. Collaborate with the marketing head to contribute to the overall marketing strategy.
4. Create and implement content strategies that resonate with the target audience.
5. Manage content development for various platforms, including catalogs, website, and blog, ensuring quality and relevance.
6. Utilize excellent writing and communication skills to craft engaging and impactful content.
7. Demonstrate a deep understanding of the Edtech industry, leveraging previous work experience to enhance marketing efforts.
8. Stay updated on industry trends and incorporate innovative approaches into communication strategies.
9. Work cross-functionally to ensure alignment between marketing initiatives and broader organizational objectives.
10. Measure and analyze the effectiveness of marketing communication campaigns, adjusting strategies as needed.
11. Lead the content development team, providing guidance and support to ensure cohesive and high-quality content creation.
12. Create and maintain a content calendar, ensuring timely delivery of content across platforms.
13. Use data and analytics to measure content performance and optimize strategies accordingly.
14. Provide mentorship to junior content development team members.
15. Collaborate with cross-functional teams to ensure seamless integration of content strategies with broader marketing objectives.

Qualifications:

1. Bachelor's degree in Marketing, Communications, or a related field.
2. Proven experience in marketing communication and content development roles, with a focus on Ed-tech being a significant advantage.
3. Strong writing and verbal communication skills.
4. Demonstrated ability to develop and implement successful content strategies.
5. Proactive mindset with the ability to work collaboratively in a dynamic environment.
6. Strategic thinking and the ability to contribute to high-level marketing planning.
7. Familiarity with digital marketing tools and platforms.
8. Exceptional organizational and project management skills.
9. Familiarity with SEO best practices and content optimization techniques.
10. A passion for education and a deep understanding of the Ed-tech landscape