

**Job Description: Senior Associate- Digital Marketing- Central Communications**

<b>Position/Title:</b>	Senior Associate- Digital Marketing	<b>Department:</b>	Central Communications
<b>Reporting Details:</b>	Deputy Director- Central Communications		
<b>Job duties:</b>	<p>The Senior Associate – Digital Marketing will manage SEO and performance marketing initiatives for key SPJIMR programmes, including PGPDM, PGDM Online, LiFE, SYB, GCPE, etc. The role will enhance digital visibility with the <b>aim of lead generation</b>, and engagement through data-driven strategies. Additionally, the position involves managing vendors/agencies and ensuring efficient contract execution, invoicing, and financial compliance.</p> <p><b>Primary responsibilities</b></p> <ul style="list-style-type: none"> <li>• Manage digital advertising campaigns (Google Ads, social media ads, display, retargeting) for programme outreach and lead generation.</li> <li>• Develop and execute SEO strategies (organic + paid) to improve search rankings and drive organic traffic for SPJIMR.org. <ul style="list-style-type: none"> <li>○ Collaborate with leading digital platforms and higher education websites/influencers/bloggers such as MBAUniverse, Shiksha, Careers360, etc., to keep SPJIMR programme listings updated and drive high-quality backlinks to the SPJIMR website.</li> <li>○ Maintain SPJIMR’s Wikipedia page to ensure accuracy, relevance, and regular updates to strengthen brand credibility.</li> <li>○ Manage online forums such as Quora, Reddit, etc. and act as a community manager to engage with relevant discussions and enhance SPJIMR’s digital presence and reputation.</li> </ul> </li> <li>• Oversee email marketing campaigns, ensuring audience segmentation and optimised engagement.</li> <li>• Plan and execute digital promotions for webinars, conferences, and key events as required.</li> <li>• Track and report key digital marketing metrics, offering insights for campaign improvements.</li> </ul> <p><b>Functional responsibilities</b></p> <ul style="list-style-type: none"> <li>• Conduct keyword research, on-page optimisation, and technical SEO audits to enhance visibility.</li> <li>• Optimise ad campaigns by monitoring conversion rates and return on ad spend (ROAS).</li> <li>• Manage lead nurturing strategies through targeted email marketing and automation.</li> <li>• Coordinate with programme teams to ensure seamless campaign execution.</li> <li>• Work with finance and procurement teams to streamline vendor payments and approvals.</li> <li>• Vendor and agency management, ensuring adherence to project timelines and deliverables.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Negotiate and manage contracts, ensuring smooth execution of invoicing and compliance.</li> <li>• Guide internal teams on best practices for digital marketing and content strategy.</li> </ul>
<b>Education:</b>	Bachelor's degree or postgraduate qualification in Marketing or Digital Marketing.
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years of experience in digital marketing, with a strong focus on SEO, paid campaigns, and lead generation.</li> <li>• Experience in vendor/agency management, invoicing, and contract administration.</li> <li>• Experience in an educational institution would be an advantage.</li> </ul>
<b>Capabilities required:</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills, ensuring adherence to brand and editorial guidelines. Highly organised with exceptional attention to detail.</li> <li>• Expertise in performance marketing, SEO, and digital advertising.</li> <li>• Excellent analytical and project management skills.</li> <li>• Ability to collaborate across internal teams and with external stakeholders.</li> <li>• Strong project management skills to ensure timely execution of campaigns and deliverables.</li> <li>• Proactive, results-driven, and positive mindset with the ability to set goals and work independently.</li> </ul>
<b>Technical Skills:</b>	<ul style="list-style-type: none"> <li>• Proficiency in Google AdWords, Facebook Ads Manager, LinkedIn Campaign Manager, etc.</li> <li>• Strong knowledge of email marketing tools (Mailchimp, HubSpot, etc.).</li> <li>• Experience with Google Analytics, reporting dashboards, and campaign performance tracking.</li> </ul>