

Job Description: Sr. Associate – Creative and Content Marketing

Position/title:	Sr Associate – Creative and Content Marketing	Department:	Executive Programmes
Reporting details:	Lead Manager-Marketing-Executive Programmes		
Job duties:	<p>The Sr. Associate – Content and Creative Marketing will work closely with the Lead Manager – Marketing (Executive Education) to plan, curate, and execute high-quality content and creative assets that support lead generation, brand building, and participant engagement across SPJIMR's Executive Education portfolio.</p> <p>This role focuses on content strategy, creative storytelling, and campaign readiness, ensuring that marketing initiatives are backed by strong narratives, consistent branding, and high-quality visual and written outputs.</p> <p>Key responsibilities:</p> <p>1. Content strategy and curation</p> <ul style="list-style-type: none"> Plan and curate content aligned to Executive Education programmes (PGEMP, PGPGM, PGPMBM, MDPs) – 4 major portfolios of Executive Education. Translate programme value propositions into compelling: <ul style="list-style-type: none"> Website content Landing page messaging Emailers and brochures Social media posts and captions Maintain a content calendar in sync with the admissions cycle. <p>2. Creative development and execution</p> <ul style="list-style-type: none"> Conceptualise and brief creatives for: <ul style="list-style-type: none"> Digital ads (LinkedIn, Google, Meta, YouTube). Programme collateral (brochures, standees, banners). Alumni testimonials and faculty-led storytelling. Coordinate with internal designers, video editors, and external agencies. Review and refine creative outputs to ensure quality, clarity, and brand consistency. <p>3. Video and multimedia content</p> <ul style="list-style-type: none"> Support creation of alumni and faculty videos: <ul style="list-style-type: none"> Assist in scripting, structuring, and storyboarding. Manage editing requirements (long-form to short-form cuts). Ensure video assets are optimised for LinkedIn, YouTube, Instagram, and website use. <p>4. Campaign support and lead nurturing</p> <ul style="list-style-type: none"> Work alongside the Lead Manager to: <ul style="list-style-type: none"> Align creatives with campaign objectives 		

	<ul style="list-style-type: none"> ○ Ensure messaging consistency across funnel stages (awareness → conversion) ● Support lead nurturing through: <ul style="list-style-type: none"> ○ Email sequences ○ Webinar communications ○ Remarketing creatives <p>5. Stakeholder and cross-team coordination</p> <ul style="list-style-type: none"> ● Liaise with programme teams, alumni relations, faculty, and admissions teams. ● Coordinate approvals and ensure timely delivery of marketing assets. ● Maintain version control and documentation of creative assets. <p>What this role is not</p> <ul style="list-style-type: none"> ● Not a performance marketing or media-buying role. ● Not a pure design role. ● Not a social media community management role. <p>Why join SPJIMR Executive Education</p> <ul style="list-style-type: none"> ● Opportunity to shape storytelling for one of India's leading business schools. ● Work across diverse executive programmes and audiences. ● High ownership role with strategic exposure to leadership and admissions.
Education:	Bachelor's degree from a recognised Institute/ University and A master's degree from a recognised Institute/ University is good to have.
Experience:	<p>Minimum 3–6 years of experience in:</p> <ul style="list-style-type: none"> ● Content marketing ● Brand / creative marketing ● Education, EdTech, or B2C marketing (preferred) <p>Experience working with higher education or executive education brands is a strong plus.</p>
Capabilities required:	<ul style="list-style-type: none"> ● Strong content writing and editing skills (education / B2B preferred). ● Understanding of digital marketing creatives and formats. ● Ability to translate complex academic programmes into simple, compelling messaging. ● Eye for design, layout, and storytelling (no need to be a designer). ● Comfortable working with agencies and creative vendors. ● Organised, detail-orientated, and deadline-driven.
Technical skills:	<ul style="list-style-type: none"> ● CMS/website content tools ● Basic understanding of: ● LinkedIn Ads creatives ● Google Ads formats ● Meta & YouTube content best practices ● Familiarity with Canva, PowerPoint, or similar tools