



Role Profile -: Sales & Marketing Manager at Drama School Mumbai

Location: Mumbai

About Drama School Mumbai:

Drama School Mumbai (DSM) was founded in 2013 to forge a new generation of theatre-makers who will go on to redefine the theatrical landscape in India.

India's best theatre-makers have come together to create a collaborative pedagogy based in a robust curriculum, the results of which already reflects in the success stories of the 120 alumni from our last 9 batches, all of whom are now in active as actors, directors, producers, trainers in theatre, film, television and other mediums.

The DSM also works to promote the awareness of theatre and its processes to a wider audience interested in exploring and understanding the medium for themselves through shorter workshops, lectures and regular presentations of work created by the students and faculty.

Role Profile and Outline: (Full Time)

We are looking for an organized sales and marketing manager to assist in the advertising and selling of our company's products like courses ,workshops or any other programme run by us. He/She will be responsible for creating competitive advantages for our company in the market.. The sales and marketing manager's responsibilities include generating unique online and offline sales plans, creating engaging advertisements, emails, and promotional literature, developing pricing strategies, and recruitment of sales and marketing team. The sales and marketing manager represents the company's brand and drives strategies to increase product awareness by observing the market, competitors, and industry trends.

Roles and Responsibilities:

- Promoting the company's existing brands/products.
- Analyzing sales and marketing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Maintaining relationships with important clients by making regular visits, understanding their needs. Coordinating with third party vendors and anticipating new marketing opportunities.

Correspondence Address:

Drama Schools Foundation Mumbai
3rd Floor, Mumbai Marathi Sahitya Sangh,
Dr Bhalerao Rd, Kelewadi, Girgaon,
Charni Road (East), Mumbai - 400 004.

+91 9619336336 | info@thedramaschoolmumbai.in
www.dramaschoolmumbai.in

CIN No. U74999MH2016NPL283780

A Section 8 Company under The Companies Act 2013

"Donations for this company are exempt
u/s 80G of the Income Tax Act 1961
No. CIT(E)/80G/3251/2019-20"



- Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.
- Regular and Timely coordination with the communications team.
The Communications Team comprises the Communications coordinator, graphic designer, Website/SEM/SEO consultants, freelance copywriters, and project coordinator/s; all these roles will be anchored by the Sales & Marketing Manager in coordination with Communications Coordinator.
- There are also external stakeholders such as workshop facilitators, faculty, alumni, pedagogues and influencers - networking with them will be crucial to sourcing the content for communications collateral.
- In all of this, the Sales & Marketing Manager will work closely with the relevant teams in order to continue the MarComm process of funneling leads and bringing professional theatre training to the maximum number of individuals.

Key Requirements:

- A bachelor's degree in marketing, business administration, or related field.
- 5-7 years experience in marketing and/or sales.
- Should be well-versed with Google Drive including working on google spreadsheets & google documents to generate reports.
- Interest/Experience in management & or theatre industry may be advantageous.

Skills:

- Strong analytical, organizational, and creative thinking skills.
- Excellent communication, interpersonal, and customer service skills.
- Knowledge of data analysis and report writing.
- The ability to understand and imbibe the culture and vision of the company.
- The ability to work under pressure

Other Requirements:

- You will work remotely in the initial months of employment and will start working from a physical place later which will be in Mumbai.
- As this is a WFH job the candidate is expected to have a laptop & a good working internet connection.
- You will get a company SIM card. Phone will have to be arranged by you.

Reports to: Executive Head of School

Type of Employment: Full Time

Working Hours:

- Full-Time Monday-Friday & alternate Saturdays will be working.
- Compensatory leaves will be provided if you are asked to work on a company holiday.

Correspondence Address:

Drama Schools Foundation Mumbai
3rd Floor, Mumbai Marathi Sahitya Sangh,
Dr Bhalerao Rd, Kelewadi, Girgaon,
Charni Road (East), Mumbai - 400 004.

+91 9619336336 | info@thedramaschoolmumbai.in
www.dramaschoolmumbai.in

CIN No. U74999MH2016NPL283780

A Section 8 Company under The Companies Act 2013

"Donations for this company are exempt
u/s 80G of the Income Tax Act 1961
No. CIT(E)/80G/3251/2019-20"



Remuneration: Between Rs.4,20,000/- - Rs.5,20,000/- p.a (less applicable taxes) depending on the past experience of the candidate

To apply:

- Please send in your updated CV to companymanager@thedramaschoolmumbai.in
- Subject Line Sales & Marketing Manager
- A covering letter mentioning the reason you would want to take up this role(not more than 300 words)

Correspondence Address:

Drama Schools Foundation Mumbai
3rd Floor, Mumbai Marathi Sahitya Sangh,
Dr Bhalerao Rd, Kelewadi, Girgaon,
Charni Road (East), Mumbai - 400 004.

+91 9619336336 | info@thedramaschoolmumbai.in
www.dramaschoolmumbai.in

CIN No. U74999MH2016NPL283780

A Section 8 Company under The Companies Act 2013

"Donations for this company are exempt
u/s 80G of the Income Tax Act 1961
No. CIT(E)/80G/3251/2019-20"