

EKALAVYA

Marketing Manager Job Description

ABOUT EKALAVYA.ART

Ekalavya is a performing arts ed-tech platform delivering pre-recorded online acting and theatre courses. A Drama School Mumbai initiative, with a mission of providing high-quality acting training at a very low cost to lakhs of Indians. Our courses are perfect for anyone who wants to take the first step towards realising their dream of becoming actors, film stars, theatre-makers and storytellers.

Till now, we have been working in a bootstrap mode where our focus is on the product & testing the market through limited marketing activities. Now, we would like to consolidate & expand our organisation as it's time to scale up.

JOB PROFILE

We are looking for a dynamic, market-aware and highly skilled Marketing Manager who will lead, strategise & execute all our marketing & brand building activities. Our ideal candidate will have extensive B2C marketing experience and comprehensive knowledge of brand building. As we are ready to scale, you will be expected and responsible to expand our reach, customer base and business. As Marketing Manager, you will be working closely with the Ekalavya Co-founders, Executive Head, Advisory Council, Head of Growth and other cross-functional team members to achieve financial growth and profitability of the brand. As an art organisation, we promise you a unique, flexible & open work environment. You will get full freedom and the opportunity to flex your existing professional skill to set up new systems, processes and teams.

ROLE & RESPONSIBILITIES

Here are the following responsibilities expected as part of the job.

1. Have a strong understanding of B2C business & B2B partnerships in the education and EdTech space.
2. Strategise, plan and execute all the marketing activities across India for the sales of online courses as well as driving awareness for the brand.
3. Build a sustainable digital & performance marketing pipeline by setting up all the necessary technology, processes, functions & systems to drive the expected revenue from the sales of the Ekalavya courses.
4. Prepare and manage monthly, quarterly and annual budgets for the Marketing.
5. Measures and reports performance of all marketing activities & campaigns and assesses against goals (ROI and KPIs). Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
6. Design and execute brand positioning and pricing strategies.
7. Analysis of customer data, business trends and insights, and optimises spend and performance based on the insights.
8. Identify new business opportunities by tapping into a new customer base, partnerships and collaborations with other business entities.
9. Monitor competition (acquisitions, pricing changes and new products and features)
10. Manage brand communication and update the company's website, blog, SEO/SEM programs and everything else related to marketing.
11. Conducting time-to-time market research & surveys to understand the voice & needs of our learners.
12. Have a close eye on building a stronger brand through effective and innovative initiatives and ideas.
13. Build and lead a marketing team according to the quarterly and yearly sales targets.

As we are building Ekalavya in a bootstrap mode, you will be working as a part of a small team in a start-up work environment which would require you to be very agile and flexible in terms of your responsibilities. The key will be to execute and deliver, whatever it takes.

REQUIREMENTS

- 5+ years of experience, preference will be given to the applicant from the ed-tech space.
- Degree in marketing, business or any other relevant field.
- Demonstrated success within B2C marketing.
- Fully functional & executable knowledge of a full stack of digital & performance marketing e.g. Analytics, Data Management & Analysis, UX/UI, Branding, CRM, Funnel Marketing, Content Marketing, Video Marketing, Email Marketing, Affiliate Marketing, Social Media etc.

SKILLS

- Leadership skills with the ability to set and prioritize goals.
- Excellent Communication & interpersonal skills.
- Incredible attention to detail & have problem-solving skills.
- Analytical, proactive & self-starter.
- Comfortable with ambiguity and have the skill to transform broad ideas into action plans.
- Seeking high ownership, independent environments and feedback-oriented cultures.
- Strong work ethic, drive and energy.

JOB TYPE

Full-time.

LOCATION

Remote with Indian working hours. Preference will be given to Mumbai-based applicants.

TIME COMMITMENT

Minimum of 40 Hrs a week commitment. Normal work timing is 10:00 am to 6:00 pm. As an art organisation, we have enough flexibility in terms of working hours and timing.

REMUNERATION

Between Rs 7,00,000- 8,50,000 yearly (less applicable taxes). We are open to negotiations in case of exceptional candidates from the Ed-Tech space.

APPLY NOW

Please email us at

companymanager@thedramaschoolmumbai.in

with the subject line "Application Ekalavya Marketing Manager"

The email should contain the following

- A brief statement of purpose as to why it interests you to pursue this role
- Your Updated Resume