

Assistant Manager - Marketing and Alumni Relations

Job Summary:

SSN is seeking a highly motivated and experienced assistant Manager - Marketing and Alumni Relations professional to complement our efforts in developing and executing comprehensive marketing and alumni relations strategies. The successful candidate will work collaboratively with all stakeholders to create and execute plans that will increase brand awareness, engage alumni and drive various marketing initiatives.

Key Responsibilities:

- Develop and implement comprehensive marketing strategies that align with the organization's objectives.
- Plan and execute marketing campaigns, including digital marketing, advertising, events, and promotions.
- Monitor and analyze marketing performance metrics to evaluate the effectiveness of marketing activities and optimize future campaigns.
- Develop and manage marketing budgets and ensure that all marketing initiatives are cost-effective and drive measurable results.
- Oversee the production of all marketing collateral, including website content, brochures, and promotional materials.
- Manage the organization's social media accounts and online presence to maximize engagement and reach.
- Work with the alumni association to develop and execute plans for alumni relations that engages alumni and promotes their continued involvement with the institution.
- Manage the social media presence and engage with alumni community through regular communication and networking activities.
- Develop and maintain a database of alumni contacts, ensuring that data is accurate, up-to-date, and in compliance with data protection regulations.
- Build and maintain relationships with key stakeholders, including alumni, donors, and industry partners.
- Develop and manage alumni events, such as reunions, networking events, and fundraising events.
- Implement fundraising campaigns that engage alumni and donors.
- Monitor and report on the effectiveness of marketing and alumni relations efforts, and adjust strategies as needed.

Qualification:

- MBA from a reputed institution with Marketing as one of the areas of specialization.
- Track record of developing and executing successful marketing campaigns and initiatives
- Excellent written and verbal communication skills, including the ability to write clear, concise, and compelling content for a variety of audiences.
- Experience with digital marketing, including social media, email marketing, and website content management.
- Demonstrated ability to build and maintain relationships with diverse groups of stakeholders.
- Experience managing budgets and analysing data to measure the effectiveness of marketing initiatives.
- Ability to work independently and as part of a team in a fast-paced environment.
- Experience in database management and data analysis.

- High level of creativity, innovation, and problem-solving skills.

Experience:

- 2 to 4 years
- Prior experience in education sector is preferred.