

Recruitment for Associate (Marketing & Communications) at Badruka School of Management

About Badruka School of Management (BSM):

BSM envisions itself as a premier Business School in Hyderabad, powered by a spirit of entrepreneurship and excellence. We offer a new-age multidisciplinary curriculum to prepare future leaders to impact business and create an inclusive and sustainable society. Our curriculum integrates fundamental management courses with modules on technology, analytics, and design so that students can understand the practice of management in a digital economy. Our modules on essential workplace skills, leadership, and entrepreneurship will prepare our students for the job market.

BSM aims to create a school of global standards with an increased focus on blended learning, data, and research, along with developing the right attitude among the students to transform them into lifelong learners and team workers. BSM will be a part of the rich legacy of the Badruka Education Society, which has a reputable portfolio of higher education institutions based in Hyderabad since 1950.

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| Job Title | Associate (Marketing & Communications) |
| Location | Medchal, Hyderabad, Telangana |
| Reporting to | Sr. Manager (Marketing & Communications) |
| Job Responsibilities* | <p>Assist and support Sr. Manager (Marketing & Communications)</p> <p>Strategy and Execution:</p> <ul style="list-style-type: none"> • Contribute to the development and delivery of marketing plans and plan and execute digital marketing campaigns • Assist in the production of marketing collaterals in digital and print formats • Liaison with digital marketing agencies and other marketing vendors to ensure efficient implementation of digital strategy • Work in close collaboration with the Admissions & Outreach team to convert leads into applications <p>Market Research, Analysis and Trends:</p> <ul style="list-style-type: none"> • Track event-related data and analytics to create reports as required • Assist the marketing manager in performance marketing campaigns • Assist with the use of Google Analytics and other analytics platforms <p>Events (Offline and Online):</p> <ul style="list-style-type: none"> • Liaise with vendors and manage events • Provide technical support for online events, including webinars, podcasts, webcasts, etc. • Curate and organise audience questions for online events • Assist with event communications and post-event engagement and coordinate communications |

Campus Address: Badruka School of Management, Dabilpur Village, Medchal Mandal, Medchal-Malkajgiri District, Telangana - 501 401

Head Office: Station Road, Kachiguda, Hyderabad - 500 027

Email: bsm@badruka.com



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| Preferred Qualifications & Experience | <ul style="list-style-type: none">• Bachelor's with 2+ years of experience from a recognised Institute or University• Experience in digital marketing, PR and event management, strategic communications, issues management and media relations in a complex organisation• Working knowledge of digital marketing tools and relevant software• Proficiency in MS Office• Excellent communication and presentation skills• Experience in the higher education sector is a plus• Passion for building world-class institutions of higher education |
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Remuneration

Will be competitive with Indian non-profit pay scales and will depend upon the candidate's experience levels and the overall salary structure of BSM.

Application Submission Process

Applications may be submitted through the following link: <https://bit.ly/43htrkO>

Only shortlisted candidates will be contacted. BSM is an equal opportunities employer.

**Job responsibilities stated are not to be taken as an exhaustive statement of duties. Employees may be required to perform other job-related duties as necessary.*