

Recruitment for Marcom Manager at Badruka School of Management

About Badruka School of Management (BSM):

BSM envisions itself as a premium Business School in Hyderabad, which will offer a new-age multidisciplinary curriculum to prepare future leaders to impact business and create an inclusive and sustainable society. The 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. The modules on essential workplace skills, leadership, and entrepreneurship will prepare our students for a role in the evolving landscape of work.

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.

Job Title	Marcom Manager
Location	Medchal, Hyderabad, Telangana
Reporting to	Dean
Preferred Qualifications & Experience	<ul style="list-style-type: none"> ● Master's degree from a recognised university with 6+ years of relevant experience in Communications, Marketing, Journalism, Public Relations, or a related field. ● Excellent written and verbal communication skills ● Good interpersonal skills & team working abilities ● Experience in SEO and optimizing content for search engines ● Experience working in copywriting, advertising, creative writing roles ● Proficiency in digital communication platforms and a solid understanding of social media management. ● Strong organisational skills and ability to multitask on different projects ● Passion for building world-class institutions of higher education



Job Responsibilities*	<ul style="list-style-type: none">● Develop and implement comprehensive communication strategies that align with BSM's goals and target audience, and ensure that communication efforts reflect the organisation's mission, vision, and brand identity.● Analyze and evaluate communication campaigns to optimize their effectiveness, regularly audit ongoing strategies, and create short-term and long-term plans for the communications.● Lead the creation, editing, and proofreading of content for a variety of channels including social media, blogs, newsletters, brochures, press releases, etc● Plan and manage all calendars and trackers for communications on various channels; track latest communication strategies and trends to make adjustments to content accordingly● Liaise with various departments to stay informed on activities and updates within their respective verticals, ensuring these are integrated into the overall communications strategy● Create and deliver an internal newsletter on a monthly basis, which is sent to all internal and external stakeholders Collaborate with the design team to create visually compelling content, ensuring it complements with written material
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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*



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

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