

Product Marketing Manager
(Position Code – PMM)

(1) Job Context

IL&FS Education Group is India's largest social infrastructure company impacting 15 million people daily through various innovative technology led solutions catering to 3Es - Education, Employability and Employment, under multi stakeholder partnership formats. Over the years, we have largely catered to B2G/B2B markets

We are now working towards developing highly effective, cloud based digital solutions and platforms for teaching and learning in partnerships with several tech majors and start-ups, primarily for B2C and B2B. Two of our solutions that have recently been launched on freemium basis are :

- (a) Geneo (www.geneo.in) – a personalized learning platform for K-12 (currently available for Classes VII-XII for English, Science and Maths); and
- (b) EnglishBolo (www.englishbolo.in) – an online solution for learning spoken English, in partnership with EnglishHelper Inc., a US based startup

In addition, there are several other similar tech-enabled solutions for B2B/C markets that are under development

Given this, as the Product Marketing Manager, you will be responsible for developing, implementing and executing end-to-end marketing of the product, and help grow a loyal consumer base. In this role, you will be required to work with cross-functional teams across product development, engineering, sales, corporate communications, legal etc

(2) Job Role

- Develop strategies, channels, and tactics to get the word out about our product and drive qualified traffic to our front door based on data driven insights
- Deploy successful, metric-driven marketing campaigns and own their implementation from ideation to execution
- Develop mechanisms to receive customer feedback and leverage the same to understand customer behavior and represent the voice of the user
- Produce and manage engaging content for our website, blog, and social media that engages our audience and generates interest
- Lead and manage all details associated with in-person and online marketing events and communications including partner coordination, outreach/promotion, registration, program content, logistics, and follow-up
- Develop marketing materials including presentations, flyers, case studies, white papers, videos, etc.

(3) **Key Accountability:**

- Increase in market penetration as per market strategy
- Substantial increase in Brand Valuation
- Guiding all key decisions in the organization with strong market data and insights
- Ensure growth of loyal user base

(4) **Experience**

- **Academic** - Post Graduate – MBA in Marketing
- **Work:**
 - Must have 10-15 years of Mar-Com experience with at least 5 years of experience in implementing and managing marketing strategy for a B2B / B2C audience in ed-tech/ internet based companies
 - Relevant experience in driving overall marketing efforts - with a healthy mix of online and offline marketing
 - Exposure to developments in ed-tech space
 - Analytical, strong in applying research insights to driving business results
 - Demonstrated cross-functional leadership, teamwork and interpersonal skills
 - Proven ability to deliver high performing marketing programs
 - Ability to lead and collaborate with creative, social, and media agencies

(5) **Competencies Wishlist:** Storyteller, Omnichannel marketing expert in B2C Products (if not Ed-tech), Team Player and Influencer with excellent sense of customer psychology and use of online and offline mediums to create the market presence

(6) **Location** : Mumbai/ Delhi

(7) **Remuneration** : As per Industry Standards

Interested candidates with relevant profile may apply at iets.recruitment@ilfsindia.com with Subject: “Application for <<Position Code>>” with their latest CV and a covering letter stating 3 locations in sequence of preference and description of why they would be the best fit for the applied role.