

**Title:** Marketing Manager  
**Place:** Hyderabad



**Organization:** SEED Edu. Corp. (India) Pvt. Ltd. [SEED Schools] [www.SeedSchools.in](http://www.SeedSchools.in)

SEED Schools was established in June 2013 with a vision to provide high quality education to children from low-income families. SEED partners with schools to provide academic and operational support. SEED team consists of passionate dynamic professionals dedicated to improve student-learning outcomes and create deep impact in the sector. By using innovative pedagogy and technology driven solution, SEED aims to improve learning levels and prepare leaders of tomorrow. SEED currently runs three schools in Hyderabad and aims to grow rapidly in coming years. At the early stage of its operation, the organization provides its employees a great platform for professional growth along with opportunity to create deeper social impact.

SEED is promoted by:

Harish Mamtani ([www.linkedin.com/in/harishmamtani/](http://www.linkedin.com/in/harishmamtani/))  
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**Funded by Acumen Fund** (<http://acumen.org/>)

**Role:** Marketing Manager- support marketing strategies, manage the development and execution of marketing collateral and distribution, and lead the team to achieve high enrollment at schools.

**Primary Responsibilities:**

- Support and contribute to the development of an overarching brand approach and strategy for SEED Education
- Develop marketing materials/ tactics that support the brand and contribute to achieving high enrollments at schools
  - Support the execution of these tactics including managing coordination among all teams: school principals and staff, procurement, creative design, production and distribution
  - Track, monitor and manage all projects until completion and materials are in market
  - Track results of all projects and provide end of marketing cycle reports on:
    - duration in market
    - admissions during each marketing cycle
    - costs and ROI when possible to correlate
    - feedback from principals and applicable school staff
- Maintain regular and open communication with school staff (principals, teachers, admin) and parents in order to:
  - carry out applicable surveys and research
  - identify opportunities and gaps both in the market and with customers
  - develop insights and analysis
  - incorporate learnings in marketing plans
- Identify high potential areas near the school to inform marketing strategies
- Work with the academic team and school leadership team to improve parent engagement
- Work with creative resources to design effective marketing collateral- brochures, pamphlets, banners, billboards, videos etc.
- Assist in designing, building and conducting training programs for school staffs

- Manage the procurement process with the procurement team and any other applicable stakeholders
- Routinely track industry and sector level data as well as competitor data and provide regular updates and to the team:
  - messaging, pricing, other school activities (features and benefits being offered, promotions, etc.)
- Ensure the ERP system is tracking all needed and relevant information and is working properly throughout the admissions period and school year. This includes but is not limited to tracking parent enquiries and necessary follow-ups as well as tracking students upon admission.

**Preferred Experience:**

At least 3-4 years of experience in marketing and/or experience in the education space or social/ development sector.

**Knowledge, Skills and Abilities:**

- Self-starter who can lead initiatives with limited support.
- Exceptional written and oral communication skills in English. Knowledge of Telugu language would be added advantage.
- Experience working with creative teams and/or in creative environments - ability to give creative feedback on design and implementation is a bonus
- Exceptional ability to work with diverse teams and people is a must
- Strong analytical and project management skills
- Strong creative problem solving skills in an environment where processes are still being developed
- Excellent leadership qualities- prior experience in leading/managing team is preferred
- String knowledge of MS office tools like Excel, Word, PowerPoint etc.
- Ability to work independently and self-driven
- Willingness to start projects from the ground up with an entrepreneurial mindset
- Willingness to travel in and around Hyderabad regularly

Please send your resume to [careers@seedschools.in](mailto:careers@seedschools.in)