

Job Description: Marketing Manager

Vidya Vikash Group of Institutions | Odisha, Chhattisgarh

Role Summary

The Marketing Manager will lead the planning and execution of all marketing, branding, and admissions-focused initiatives across the Vidya Vikash Group of Institutions. The role requires strategic thinking, creative vision, and strong execution capability to drive institutional growth and brand visibility across Odisha and Chhattisgarh.

Key Responsibilities

- Develop and implement marketing strategies to increase admissions and strengthen brand presence.
- Lead outreach programs, school connect initiatives, and local branding activities.
- Organise events, seminars, and promotional activities to boost visibility.
- Monitor competitors, education trends, and market movements.
- Maintain strong relationships with parents, partners, and stakeholders.
- Plan and execute digital marketing campaigns.
- Create compelling content for social media, print, and digital platforms.
- Analyse campaign performance and optimise marketing ROI.
- Coordinate with internal teams, external vendors, and media partners.

Eligibility Criteria

Educational Qualification

- Bachelor's or Master's degree in Marketing, Business Administration, Mass Communication, or a related field.

Minimum Experience

- 4–5 years of experience in marketing, preferably in education, edtech, or service-based industries.
- Proven experience in digital marketing, brand building, and lead generation

Why Join Us?

- Opportunity to work with one of the most trusted and fast-growing educational groups in Eastern India.
- Freedom to innovate and lead high-impact marketing initiatives.
- Collaborative work environment with growth opportunities.
- Chance to make a meaningful contribution to the future of education.

Salary & Benefits

- Competitive salary based on experience and expertise.
- Performance-based incentives.
- Travel allowances for outreach and field activities.
- Professional growth and training opportunities.

How to Apply

Email: career@vidyavikash.in (Sambalpur)

Apply Online: www.vidyavikash.com/careerapplynow.php

(Mention "Application – Position that you apply for" in the subject line.)