

Ajeenkya DY Patil Group

Ajeenkya DY Patil Group (“ADYPG”) is a constituent of the D Y Patil Group, founded by Padma Shree Dr. DY Patil, having 35 years of experience in managing and delivering quality healthcare across multiple specialties. The D Y Patil Group, which is in existence since 1983, is one of the largest educational groups in the country. The Group runs 05 universities in Pune, Mumbai, and Kolhapur as also three large medical colleges and hospitals. The group hospitals combinedly operate over 8,000 beds and provide effective and quality healthcare.

ADYPG was established in 2002 and the group activities encompass the fields of Education, Healthcare, Agriculture and Sports. ADYPG is focused on creating new concepts in new ways of thinking in the fields of health, education, sports, and agriculture. ADYPG has over the years contributed to the wellbeing of masses by setting up and operating large healthcare facilities across the globe.

Find more about few Group verticals here: <https://adypu.edu.in/> , <https://adypunuovos.com/> , <https://go-school.in/>

Digital Marketing Specialist

The person must have excellent working knowledge of digital marketing tools and their applications. He/she will be the central point for all digital marketing activities. The person should have deep expertise in at least one of the elements of Digital Marketing e.g., automation, campaigns, SEO, SEM, etc. He/she should be able to manage and get the best out of various marketing agencies engaged.

Job Responsibilities

1. Utilize marketing intelligence to vet key segments and target
2. Meet required number of leads generated organically and in-organically
3. Lead digital content strategy, social media presence and automation
4. Work closely with online educational publishers and source leads through them resulting in admissions
5. Shortlist and engage agencies in Digital marketing verticals to establish the brand presence along with generating quality leads for admissions – SEO, SEM, Campaign, social media, ORM, etc.
6. Hire and train resources, whenever the requirement comes, to create an efficient digital marketing department and get the best outcome of combined effort
7. Spread and establish the brand through online events, webinars, education fairs and other educational activities
8. Coordinate with various departments and agencies for end-to-end execution of projects
9. Support other marketing activities by providing collaterals, coordinating with the stakeholders and taking lead to remove the bottlenecks

Desired Qualifications and attributes

1. 5+ years of work-experience in education sector
2. Self-starter with analytical mindset and problem-solving capability
3. Ability to work in an un-supervised environment with minimum instructions
4. Driven by meeting business targets

Compensation

1. Best in industry

Location

1. Bangalore/Mumbai/Pune