



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Invites applications for

Executive - Digital Marketing

Overview

The person will be responsible for planning, executing, and optimizing all digital marketing initiatives for providing curated and customized executive education programs. This is a hands-on, cross-functional role that requires independent initiative, close collaboration with the sales team and alignment with the program execution team to ensure that marketing efforts translate to effective program uptake.

Job Description:

- Develop and implement digital marketing campaigns across SEO/SEM, email, web, and social media platforms to generate qualified leads for training programs.
- Plan and manage social media presence (LinkedIn, Facebook, Twitter, etc.) with a focus on brand awareness and engagement with potential clients.
- Create and configure campaigns on PPC platforms (e.g., Google Ads, LinkedIn Ads), focusing on lead generation and brand promotion.
- Create, curate, and update content for social media channels, email campaigns, etc.
- Collaborate with the sales team to align messaging and campaign targets with current sales objectives and market feedback.
- Collaborate with designers for optimized Ad creatives.
- Monitor, track, and adjust bidding strategies, keywords, and targeting settings to optimize campaign performance, conversion rates, cost-per-click (CPC) and propose other actionable improvements. Conduct A/B testing of ad variations to improve click-through rates (CTR) and conversion rates.
- Gather market intelligence and competitor insights to refine positioning and inform content or campaign pivots.
- Provide budget recommendations based on campaign performance and goals. Monitor daily and monthly spending and suggest adjustments to improve ROI.
- Prepare and present regular reports to stakeholders, highlighting key performance metrics.
- Work closely with the Sales Team to support lead nurturing, qualifying inbound inquiries to ensure current and upcoming training programs are effectively promoted and relevant audience segments are targeted.
- Stay current with industry trends, best practices, and changes in advertising platforms, algorithms, and policies.

Required Skills & Qualifications:

- A bachelor's degree, preferably (not necessarily) in marketing, advertising, or related field.
- Minimum 4 years of experience in digital marketing field.
- Proven experience in managing PPC campaigns, with a track record of achieving positive ROI.
- Proficiency in digital marketing tools and PPC advertising platforms, such as Google Analytics, Google Ads, social media management tools, email marketing platforms, etc.
- Strong analytical skills and the ability to interpret data to make data-driven decisions.
- Excellent written and verbal communication skills.
- Attention to detail and the ability to manage multiple campaigns simultaneously.
- Creativity and the ability to think outside the box to create engaging campaigns.

Location: On-site, IIM Ahmedabad Campus, Vastrapur, Ahmedabad. Remote work is not permitted.

Age: Maximum 35 years as on the last date of application. The Institute provides age relaxation as per GOI rules. Additional 5 years' age relaxation is given to women candidates.

Salary & Allowances: Selected candidates will be offered an appointment on a Tenure Based Scaled Contract for a fixed term of three years, which may be extended for a further period as required. Based on the experience and qualification, the selected candidate will be placed in Pay Level 4/5 under the pay matrix of 7th Central Pay Commission. Beside the salary as per the 7th CPC, the Institute offers other benefits which are at par with the permanent employees.

Interested candidates are advised to **APPLY ONLINE ONLY** latest by **September 03, 2025**.

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