

Manager - Program Marketing (Global Business)

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Company: Emeritus

Location: India

Category: other-general

About Us:

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, companies, and governments around the world. It does this by collaborating with more than 50 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies and organizations. Its unique model of state-of-the-art technology, curriculum innovation, and hands-on instruction from senior faculty, mentors and coaches has educated more than 250,000 individuals across 80+ countries. Founded in 2015, Emeritus, part of Eruditus Group, has more than 2,000 employees globally and offices in Mumbai, New Delhi, Shanghai, Singapore, Palo Alto, Mexico City, New York, Boston, London, and Dubai. Following its \$650 million Series E funding round in August 2021, the Company is valued at \$3.2 billion, and is backed by Accel, SoftBank Vision Fund 2, the Chan Zuckerberg Initiative, Leeds Illuminate, Prosus Ventures, Sequoia Capital India, and Bertelsmann.

About the role:

We offer professional education courses in collaboration with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India and China such as MIT, Columbia, Kellogg, Wharton, UC Berkeley and London Business School to name a few. Our global team of 2300+, employees located in Boston, Dubai, Mexico City, Mumbai, New Delhi, Shanghai and Singapore use technology and curriculum innovation to

help executive learners from across the globe get future-ready.

We are looking for a strategic manager who can lead marketing collateral development to inspire mid-to-senior executives to consider our certificate programs.

Role & Responsibilities:

Develop and execute brand strategy and communication initiatives for partner schools, focusing on enhancing brand awareness, reputation, and engagement.

Act as a brand advocate and custodian, ensuring adherence to guidelines across all communication materials and touchpoints.

Work closely with content and creative teams to develop creative briefs and guide creative direction for advertising campaigns, ensuring alignment with brand objectives and messaging.

Manage collateral production and content updates, ensuring timely delivery and quality output and look to optimize and improve marketing collateral at regular intervals.

Coordinate marketing communication efforts with business, creative, performance, and tech teams, facilitating smooth collaboration and execution.

Be responsible for coordination of the marketing communication with various stakeholders and function with multi-faceted requirements.

Requirements:

A holder of a bachelor's degree in either marketing, business, or a related field

Strong with written and spoken communications and have basic knowledge of the content development process.

Creative thinker with 5+ years of experience working with Creative agencies or Consumer Brands

A strategic thinker who will ensure consistency of the brand over sustained periods.

Understanding of common marketing metrics to evaluate overall campaign performance.

An energetic and self-motivated individual who is willing to get his hands dirty and be a

team player.

Strong with project management skills and able to handle multiple marketing projects simultaneously.

Emeritus provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

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