

**Job Title:** Program Marketing Manager

**Company:** MITU Skillologies

**Location:** Pune, Maharashtra, India

**About MITU Skillologies:** MITU Skillologies is a leading training institute in Pune, dedicated to providing high-quality skill development programs across various domains. We offer both online and classroom learning experiences to cater to the diverse needs of our students. We are committed to empowering individuals with the knowledge and skills necessary for career advancement and personal growth.

**Job Summary:** MITU Skillologies is seeking a dynamic and results-oriented Program Marketing Manager to join our team in Pune. This multifaceted role is crucial for driving student enrollment, enhancing our online presence, and ensuring student satisfaction. The ideal candidate will possess a strong blend of counseling, digital marketing, and content management skills, with a passion for education and a proven ability to achieve targets.

**Key Responsibilities:**

• **Student Counseling & Conversion:**

- Conduct comprehensive course counseling for prospective students, explaining all programs offered by MITU Skillologies in both online and classroom modes.
- Engage in telephonic counseling with candidates, addressing their queries, providing detailed information, and effectively guiding them through the enrollment process to significantly increase conversion rates.

• **Digital Marketing & Social Media Management:**

- Plan, execute, and monitor digital marketing campaigns across various social media platforms to promote courses and generate leads.
- Proactively update and manage all company social media accounts (e.g., Facebook, Instagram, LinkedIn, Twitter, YouTube etc.).
- Create compelling, relevant, and engaging social media posts, including graphics, videos, and written content, to attract and inform target audiences.

• **Content & Website Management:**

- Manage updates to the company website, ensuring all course information, schedules, and promotional content are current and accurate.
- Develop and implement content marketing strategies through regular blog posts, articles, and other online content to attract organic traffic and establish thought leadership.

• **Student Engagement & Feedback:**

- Systematically follow up with students to gather feedback on courses, instructors, and overall learning experience.
- Analyze feedback to identify areas for improvement and contribute to enhancing student satisfaction and program quality.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- Proven experience in a similar role, preferably within the education or training industry.
- Demonstrable experience in counseling or sales, with a track record of achieving conversion targets.
- Strong understanding and practical experience with digital marketing principles and social media advertising platforms (e.g., Google Ads, Facebook Ads Manager).
- Proficiency in managing social media accounts and creating engaging content (graphic design skills are a plus).
- Basic understanding of website content management systems (CMS) like WordPress.
- Excellent written and verbal communication skills in English and Marathi.
- Strong interpersonal skills with the ability to build rapport with prospective and current students.
- Highly organized, detail-oriented, and able to manage multiple tasks simultaneously.
- Self-motivated, proactive, and target-driven.