

Dear Job Aspirant,

We wish to connect with you for the position of Associate Director – Marketing.

Designation: Associate Director - Marketing

Qualification: Any Graduate / MBA

Location: Mumbai (Nariman Point)

Experience: 6 to 8 years in Digital Marketing

Company Profile:

ProTeen is an integrated digital platform to guide students through the process of selecting an academic stream, identifying their interests and aptitude, and enabling skill development required for 21st century employment. Designed for both high school and college students, ProTeen is the essential first step towards becoming career ready.

As a leading global digitally enabled career guidance platform, ProTeen understands the importance and challenges while making a career choice. We provide solutions designed to strengthen all dimensions of awareness crucial to picking an integrated academic and career path. We are part of **NEAT 2.0**, an initiative by the **Ministry of Education (Govt of India)** and **AICTE** (All India Council of Technical Education).

You can find more details on www.proteen.com

ProTeen is a UNIDEL company. UNIDEL, founded in 1973, is a technology group focused on sectors being reshaped by automation. UNIDEL serves global customers with disruptive technology solutions across the Industrial IoT, FinTech, and EdTech segments.

Roles & Responsibilities:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Up to date with the latest trends and best practices in online marketing and measurement
- Cost optimization and Lead Generation

Education and Experience:

- Bachelor's/Master's degree from a recognized university in India or abroad
- Experience of 6- 8 years in digital marketing

Desired Candidate Profile:

- The candidate comes from an Edtech background (preferred)
- Should have done marketing for schools/colleges
- Detail and process-oriented
- Self-starter and self-motivated
- Excellent communication and relationship development skills
- Strong analytical skills and data-driven thinking

If you find the above job opportunity is suitable to your profile, kindly share your updated CV to careers@proteen.com

Regards,

HR Team, ProTeen

Website - www.proteen.com