

Emeritus - Head - Marketing Communications

At EMERITUS, we believe that great leaders make the world a better place. Our purpose is to create great leaders through education programs. We offer online education programs to learners across the world in collaboration with the executive education divisions of MIT Sloan, Columbia Business School and Tuck School of Business.

The Opportunity:

In your role as a Head - Marketing Communications, you will be working closely with Director - Marketing & Product to develop & implement a marketing communications/brand strategy for our business.

Your responsibility is to ensure that our prospective learners have a great experience while enrolling for our courses. You will achieve this by harnessing ideas from within/outside EMERITUS, converting these ideas into marketing goals & strategies and delivering on these.

Your Role:

- Direct the development and execution of global marketing communications initiatives including course launches, sales collateral, campaigns, social media presence, website etc
- Spearhead the Marketing communication, Creative and Design team & function at Eruditus & EMERITUS
- Create, Ideate, and develop the entire brand strategy & communication
- Determine projects which should be completed internally and externally. Manage relationships with outside vendors as necessary.

Your Skills and Qualification:

- Creative thinker with 7+ years of experience working with Creative agencies or Consumer Brands.
- Have 5+ years- experience managing a marketing communications team
- Proven success as a decision-maker in a collaborative, matrixed environment with multiple direct and indirect reporting structures throughout the organization.
- Demonstrates creative and critical thinking skills
- Strong business analytics, relationship management, strategy development, project management, problem solving and change management skills.
- Professional and positive approach, self-motivated, team player, dynamic, creative with the ability to work on own initiative.