

## **Job Title – Marketing Lead**

**Job Background:** The ideal candidate will be responsible for developing and implementing marketing strategies that drive brand awareness, engage customers, and increase sales. You will work closely with the marketing team and other departments to ensure the successful execution of marketing campaigns and initiatives.

**Salary:** 5 to 7.5 LPA

**Location:** Mumbai, Dadar East

**Employment Type:** Full-Time

**Experience:** 4-6 yrs of Marketing

### **The description of the role:**

1. Develop and lead TIS's marketing and communications plan to boost brand awareness, engagement, and lead generation. Oversee on-ground event execution, managing agencies and ensuring timely procurement.
2. Develop engaging digital marketing content for various platforms including social media, blogs, and email campaigns.
3. Plan and execute social media strategies to increase followers, engagement, and conversions across different channels.
4. Use analytics tools to track performance, audience engagement, and reach.
5. Work closely with the marketing team to align video content with community goals.
6. Collaborate with other departments to ensure content supports marketing, product launches, and community events.
7. 4-6 years of marketing experience
8. Excellent verbal and written communication skills for effective storytelling and community engagement.
9. Has a fair understanding of online marketing and content marketing.

### **About Company:**

The Innovation Story is an edtech start-up for young students whose mission is to empower students and transform them into innovators through experiential learning in STEM. We offer a wide variety of courses in programming, design, robotics, and artificial intelligence to name a few. We are partners to Amazon leading their Amazon Future Engineer program to teach computer science to students across India. Our other notable partners include the Technology Innovation Hub, IIT Delhi and ARTPARK, at IISc Bangalore. We are proud of the journeys our students have undertaken in the past three years from learning how to open and operate a laptop to representing India in international robotics challenge in Geneva and securing admissions in Engineering colleges.

**Website:** <https://www.theinnovationstory.com/>