

cimbine	
Position	Chief Marketing Officer for Oakridge International Schools across India.
Job Description	Drive admissions across the set of schools managed by People Combine Group by leading and managing a dedicated team of marketing and sales professionals
	 Research; formulate Strategy, Plan, Budget and Execute the Sales and Marketing initiatives to achieve the target number of admissions for each of the businesses. Manage and build the various brands owned by the company and ensure that each of the brands becomes a leader (both in online and offline space) in the segment and geography that it operates in. Manage the various brand properties including the website, social media pages, blogs etc. Drive walk-ins into the campuses through various above the line (Media & PR, Hoardings, Paper Ads etc) and Below the line activities. Manage Digital Media Planning and Buying (Text, Banner, Video Ads). Track and monitor of key internet marketing metrics i.e., bounce rate,
	open rates, click-through percent's, conversion rate, CPM, CPA, CPC etc.
About People Combine.	At People Combine Educational Initiatives and all the entities that come under this group (including Oakridge International School, Westberry School, Oi Playshool, Vikas etc), we are committed to discharging our obligations to others in a fair and honest manner. We are also committed to respecting the rights and dignity of all persons. As faculty, staff, students, employees, management team and board members, we each bear responsibility not only for the ethics of our own behaviour, but also for building People Combine's stature as an ethical and respect worthy institution. We recognize that the fundamental relationships upon which our institution is based are those between students and teachers. These relationships are especially sacred and deserve extra special care that they not be exploited for any kind of motives or personal gain. We do the right thing even if no one is watching us or compelling us to do the right
Compensation	thing. 30 - 34 lacs p.a.

Work Experience	 The ideal candidate should have 8+ years of experience in marketing in a B2C Business, preferably in a service sector, with 2-3 years in a senior / head role. The candidate should have demonstrated abilities to drive marketing of premium products or services. The candidate should be an efficient communicator combining high degree of discretion, mature judgment, interpersonal, problem solving and mentoring skills. The candidate should be a self-starter and a go-getter who is able to identify potential areas of improvement in the organization and drive change. The candidate should be a team player and a relationship manager who can work closely with other business units, other functional heads and external partners etc. The incumbent should have an adequate knowledge base about Web Analytics, and the optimization of social media and blogs for the purpose of marketing
Contact Details	Interested candidate may send their resume to Mr. John Edwin on "john.edwin@peoplecombine.com"