

Title:	Sr. Manager Brand Marketing
Location:	Hyderabad
Job Description:	<p>Medvarsity is the leading online medical certification and training company with presence across 8 locations in India and students across India, Middle East, Africa and South East Asia. We are looking at a creative and innovative leader to join our marketing team and lead our brand marketing initiatives.</p> <p>As leader of brand marketing for Medvarsity, you will have a strong understanding of the medical consumer market, brand planning and will drive brand awareness and engagement across multiple channels. You will also conceive and drive innovative brand activation campaigns across our group of companies and new partner location(s) in India.</p>
Key Responsibilities:	<ul style="list-style-type: none"> • Develop Medvarsity's retail brand across India. Work with the digital marketing team and training operations functions to strengthen core brand values. • Build lean brand marketing strategies to drive penetration across India. • Identify and partner with external brands to build cross/consumer promotions. • Develop accurate project priorities, schedules and budgets for execution of brand management programs. Work with external partners including leaders in the medical fraternity, hospital groups, governmental entities and pharma companies to collaborate for brand expansion.
Experience:	<ul style="list-style-type: none"> • Post Graduate degree in marketing from reputed institutes. • Proven work experience of 5-8 years in brand planning, brand management and marketing. • Demonstrated experience in building brand strategies, brand book, creative development, measurement and execution of pan-India ad projects. • Experience in quantitative and qualitative consumer research and ability to analyse and create competitive media strategies. Strong communication and management skills to lead board level discussion on brand strategies.
About the Company:	<p>Medvarsity Online Ltd. is part of Apollo Hospitals, Asia's largest healthcare company. As India's first virtual medical university, Medvarsity was established in April 2000, to provide cutting edge medical education to medical professionals in India.</p> <p>With over 5000 active learners on our platform and course accreditation by leading global partners, Medvarsity is a leader in the medical certification training in the region. This role is based out of the leafy Apollo Health City campus at the heart of Hyderabad and access to some of the best minds in health care in the country.</p>