

Job Description

Job Title	: ,	Assistant Manager – Data Management, Marketing An	alytics & Call Centre	Ор	erations
Position Reports	:	Chief Marketing & Admissions Officer	Job Location	:	Patiala

Main Purpose

The main purpose of this position is **capturing and tracking enquiries end-to-end**, from lead generation to conversion for various customer interfaces – call centre, website registrations, school and college contact programs, examination databases. Engaging with the Social Media Marketing team to **monitor the effectiveness of various online initiatives** run through the marketing cycle.

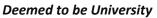
Qualification	• Bachelor's degree required along with practical business experience in analyzing data.				
	 MBA or Masters in quantitative field (Economics, Statistics, Engineering, or IT) 				
Experience	4-8 years of Experience				
	 Engineer with a post graduate qualification in Marketing / Systems. 				
	• Ideal candidate will be a strategic, analytical thinker, results and detail oriented, and				
	possesses the confidence and knowledge to play a leadership role in optimizing business				
	performance and having the desire to identify new tools and analytics techniques that				
	improve marketing efficiencies.				
Key Skills	Able to clearly articulate, visualize & present analytical work to both technical && non-				
	technical audiences.				
	• Ability to speak & understand the language of Marketing, Sales and IT in order to translate				
	requirements.				
	• Manage priorities with business stakeholders and articulate the analysis in business terms.				
	• Firm understanding and experience with database architecture, Microsoft Excel, and other				
	systems and tools associated with accessing, analyzing and visually presenting data (eg.				
	Tableau) to a variety of audiences.				

Specific Accountability & Job Responsibility

Data Management:

- Improve on the current process for capturing and tracking enquiries end-to-end, from lead generation to conversion for various customer interfaces – call centre, website registrations, school and college contact programs, examination databases, SMS queries, WhatsApp responses, online initiatives.
- Help improve efficiency of marketing initiatives through data management competencies aggregation to centralized database, classification, categorization in keeping with the conversion stage, timely retrieval and dissemination as per marketing requirement.
- Provide data inputs for ongoing and forward planning of marketing and sales initiatives
- Provide digital communication support to product teams in terms of mass mailing, SMSes, WhatsApp responses etc. through outsourced platforms (e.g., Netcore). Tracking effective delivery of this communication.
- Engaging with the Social Media Marketing team to monitor the effectiveness of various online initiatives run through the marketing cycle.
- Generate analytics to measure the Return on Investment for various engagement channels traditional advertising, online campaigns, student databases etc.

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- Build and lead a team responsible for applying analytics tools, techniques and data science to measure marketing performance and improve decision making by generating data-led insights
- Handling a similar responsibility in education, digital marketing or an e-commerce organization
- Hands-on experience with a CRM platform like Microsoft Dynamics, Salesforce, No Paper Forms etc.
 & corresponding activities related to integration of various applications

Call Centre Operations

- Monitor the efficiency of the Call Centre Team inbound and outbound calling, based on predefined metrics
- Monitor the quality of call handling through the available monitoring mechanisms
- Allocation and switching of call centre resources between outbound and outbound calling in keeping with the requirements of marketing initiatives
- Timely dissemination of Call Centre feedback to improve the impact of various marketing initiatives

Compensation:

- Compensation will not be a constraining factor and will be the best in the sector.
- Interested candidates can send their CVs by email (amandeep.dhot@thapar.edu) positively by 28th Jan 2021.