

## Job Description

**Job Title** : Assistant Manager – Data Management, Marketing Analytics & Call Centre Operations  
**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.

<b>Qualification</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree required along with practical business experience in analyzing data.</li> <li>• MBA or Masters in quantitative field (Economics, Statistics, Engineering, or IT)</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 4-8 years of Experience</li> <li>• Engineer with a post graduate qualification in Marketing / Systems.</li> </ul>
<b>Key Skills</b>	<ul style="list-style-type: none"> <li>• Ideal candidate will be a <b>strategic, analytical thinker</b>, results and detail oriented, and possesses the confidence and knowledge to play a leadership role in <b>optimizing business performance</b> and having the desire to identify new tools and analytics techniques that improve marketing efficiencies.</li> <li>• Able to clearly articulate, visualize &amp; present analytical work to both technical &amp;&amp; non-technical audiences.</li> <li>• Ability to speak &amp; understand the language of Marketing, Sales and IT in order to translate requirements.</li> <li>• Manage priorities with business stakeholders and articulate the analysis in business terms.</li> <li>• 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.</li> </ul>

### 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.

- 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 inbound 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 **28<sup>th</sup> Jan 2021**.