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.

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.

Key Skills
- 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.
- Able to clearly articulate, visualize & present analytical work to both technical & non-technical audiences.
- Ability to speak and 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.
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.