
Job Title: Associate Manager – Marketing & Business Development
Location: Kalyani Nagar, Pune, India

Job Summary

We are looking for a proactive and results-oriented **Associate Manager – Marketing & Business Development** to support **brand expansion, lead generation, and strategic partnerships**. The role requires a combination of **marketing expertise, business acumen, and relationship-building skills** to drive growth in both **B2C and B2B** segments.

Key Responsibilities

Marketing & Brand Development

- Assist in developing and executing **marketing strategies** to enhance **brand awareness** across international and domestic markets, including **workshops, collaborations, and partnerships**.
- Support **digital marketing efforts**, including **social media, content marketing, SEO, and paid advertising**.
- Work on **email campaigns, lead nurturing strategies, and webinar promotions** to drive engagement.
- Create **marketing collaterals, presentations, and promotional materials** for various target audiences.
- Monitor **market trends and competitor strategies** to optimize campaigns.

Business Development & Partnerships

- Identify and engage with **international schools, universities, education consultants, and corporate partners** for collaboration opportunities.
- Assist in managing **B2B partnerships** with schools for **admissions guidance and test prep services**.
- Support the execution of **offline marketing strategies**, including **networking events, educational fairs, and student workshops**.
- Develop and nurture **referral networks** with **counselors, teachers, and alumni**.

Sales & Lead Generation

- Assist in managing the **sales pipeline**, tracking **leads**, and improving **conversion rates**.
- Engage with potential clients (students, parents, working professionals) to explain services and convert inquiries into **enrollments**.
- Support **CRM management** and ensure timely **follow-ups** with leads.
- Analyze **customer insights and feedback** to refine **marketing and sales strategies**.

Required Qualifications & Skills

- **Bachelor's/Master's degree** (Marketing, Business, Communications, or related field).

- 2+ years of experience in **marketing, business development, or sales** (preferably in **education, edtech, or premium services**).
- Understanding of **digital marketing, lead generation, and social media strategy**.
- Excellent **communication, presentation, and relationship-building skills**.
- Ability to manage multiple projects and work in a **fast-paced environment**.
- **Data-driven mindset** with experience in **CRM tools, Google Analytics, and marketing automation**.

Preferred Experience

- Prior experience in **admissions consulting, test prep, or international student recruitment**.
- Familiarity with **SAT, ACT, GMAT, GRE, IELTS, TOEFL, and university admissions processes**.
- Experience working with **international schools, counselors, or corporate upskilling programs**.

Why Join Us?

- Be part of a **fast-growing global education brand**.
- **Competitive salary + performance-based incentives**.
- Work with **elite students, international schools, and top-tier professionals**.
- **Career growth opportunities** in **marketing, sales, and leadership roles**.
- **Dynamic and collaborative work culture**.

How to Apply

Send your resume and a cover letter to hr@globestarcs.com with the subject line: **Application for Associate Manager – Marketing & Business Development**.