

JOB DESCRIPTION

Associate Director, Marketing, South Asia, Middle East & Africa

Reports To:	Regional Director, South Asia, Middle East & Africa	Job Grade:	6
Department:	Market Development	FLSA Status:	N/A
Location:	Gurgaon, India	Position Type:	Full-Time

Summary Description:

The Market Development (MD) department is responsible for engagement with test takers, business schools, test prep companies and other strategic stakeholders in management education and business development in the regions comprising South Asia, Central Asia, Middle East, Africa, and Turkey.

The Associate Director, Marketing, South Asia, Middle East & Africa is responsible for leading and executing a robust communication and marketing strategy across GMAC's products, services and channels to achieve the goals for the region.

The role works closely with colleagues throughout the MD team, regional peers, and with relevant colleagues including team members in partner departments – Central Marketing, Assessments, Legal, Research and Technology. All contribute to the development and implementation of the Council's market development, marketing, and communications efforts worldwide.

Key Responsibilities:

Marketing Project Management & Evaluation

- **Planning and project management** - In partnership with the Regional Director, South Asia, Middle East & Africa, develop and manage a robust communication and marketing strategy across GMAC's products, services and channels that aligns with the business goals for the region; Devise and manage a series of marketing plans, campaigns / projects to support the strategic priority of enhancing the candidate pipeline for South Asia, Middle East & Africa, as well as to develop GMAC's engagement with test takers / aspirants / Test prep organizations. This includes active involvement in the evaluation and development of region specific marketing opportunities for GMAC in South Asia, Middle East & Africa.
- **Manage multi-media campaigns and suppliers** - Plan, organize, and manage a portfolio of multi-media campaigns, to include a range of activities from Digital Marketing to Social Media engagement to Public Relations to Field Marketing engagement, working closely with resources and colleagues in other regions and HQ and managing related agency resources.
- **Core marketing initiatives** - Demonstrate leadership and provide strategic insights on all marketing projects for successful delivery; Coordinate with cross-functional teams to ensure efficient deployment of internal resources; Identify external expertise, when appropriate, and make optimal and efficient use of GMAC's financial resources committed to marketing activities for GMAT, NMAT, EA, The MBA Tour and, Market Media Services to TPOs.
- Support global initiatives such as: drive web uniques, mba.com accounts, working/non-working dollars and metrics, manage the NMAT Product website in collaboration with Technology and Marketing & Communications team, and support product marketing initiatives (e.g., OG launch, GMAT, NMAT Online solution) and qualitative initiatives (e.g., Global Press releases, HubSpot changes).

Market Development & Marketing Support

• Market Development

- Develop and execute marketing campaigns through relevant channels to reach schools as well as secondary stakeholders such as regulator(s) and corporate recruiter(s) thereby supporting the market development efforts of GMAC in South Asia, Middle East & Africa.
- Serve as a subject matter expert guiding schools, partners for candidate marketing outreach in the region (e.g., ISB, NMIMS).
- Prepare standardized Marketing support material such as collateral, presentations, etc. to enable effective outreach to schools for market development visits and conferences (e.g., APAC conference, Deans and Directors' Summit).
- Maintain thought leadership for company through PR initiatives, managing GMAC spokespersons global press releases etc.; Leverage regional as well as R&D insights to create opportunities for effective public relations engagement with relevant media.
- Manage Test Prep channel in the region.

- **Marketing Support** – Rollout global initiatives locally and prepare data for presentations to the senior leadership/GMAC Board.

Market Analysis, Data Management and Team Management

• Market Analysis

- Perform country level analyses of graduate management education markets (e.g., current and future market size, key players, and influencing organizations) and identify key stakeholders.
- Conduct high level market research and provide rich insights to key internal stakeholders on market trends, market environment, competitors, regulator any PR opportunities for GMAC to participate, run or plan a marketing campaign.
- Undertake competitor monitoring through networks and external resources.
- Prepare campaign briefs, competitor intelligence updates and state of market reports for internal use.
- Be the 'conscience keeper' of the regional team's analysis-based decision making; construct data bank of internal as well as external information to inform better quality decisions.

• Data Management

- Manage data resources for South Asia, Middle East & Africa, seeking new sources of appropriate knowledge know how, insights, business school contact information etc., working within GMAC strategic goals and corporate policies as well as data protection guidelines.
- Create a mechanism for managing history of marketing campaigns, best practices etc.
- Maintain the contact list/directory for Test Preps, Admissions Consultants, Media contacts, Portals, and other stakeholders etc.

- **Team Management** - Hire, develop and retain competent and motivated team members; Coach and mentor team members for success, delegate responsibilities effectively and provide growth opportunities.

Vendor and Stakeholder management

- **Vendor Management** - set annual goals, KPIs, ROI tracking for all agencies.

- Be the voice of the region by actively participating in all key internal discussions with various stakeholders.

General

- Other responsibilities and duties, as assigned.

Minimum Requirements:

- Bachelor's degree from accredited university in related field; Or equivalent combination of education, skills, and experience.
- 7 years' experience in related field.
- 3 years' progressive managerial experience.
- Experience developing communication strategies, programs, brand visual identity and policies.
- Knowledge of, and experience in, working with major media, as well as various channels across the marketing mix.
- Strong operational acumen with key focus on continuous improvement, flawless execution and process implementation and stability.
- Ability to propose and implement strategy to influence and support internal stakeholders.
- Ability to resolve complex issues of significance to the organization that have direct impact on the success of the function both long-term and short-term.
- Ability to work independently with minimal supervision and in a team setting, and across external and internal stakeholder groups.
- Strong analytical skills and ability to prioritize objectives.
- Excellent communication and collaborative skills.
- Strong attention to detail, with a keen focus on quality.
- Ability to successfully lead a team.
- Ability travel at times extensively within India and overseas as needed.
- Ability to work in-office and remotely according to GMAC's hybrid work environment.

The physical demands and work environment characteristics described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Desired Skills/Experience:

- Postgraduate qualification, ideally in Marketing.
- 10 years' experience in Marketing.
- Demonstrated ability to work in an international, matrix-based organization.
- Flexibility and comfort in working as part of a dynamic and fast evolving environment.
- Knowledge of 2 regional languages relevant for India.

CTC: 35 Lakhs PF & Gratuity, Bonus Approx 20% Plus Perks.

Contact Person: G. Pant

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GMAC's value proposition offers our talented employees the ideal climate for innovation, and colleagues who are motivated and proactive, with diverse backgrounds and approaches.

As a global organization, we understand and appreciate the benefits of myriad cultural perspectives. GMAC is wholly committed to recruiting, developing, and retaining a diverse group of talented people, and providing equal employment opportunities to all employees and applicants without regard to the basis of actual or perceived race, creed, color, religion, national origin, ancestry, age, disability, sex (including pregnancy, childbirth, and related medical conditions), marital status, veteran status, sexual orientation, gender identity, genetic information, or any other characteristic protected by applicable federal, state or local laws.