

Marketing Manager Bengaluru

Description

Job Title: Marketing Manager – EdTech

Location: Bengaluru, Karnataka, India

Work Mode: Work from Office + Field Visits

Employment Type: Full-Time

Industry: Education Technology (EdTech)

Experience Required: 0–3 Years

Education: Bachelor's Degree (Any Discipline)

Salary: ₹18,000–₹25,000 per month + Travel Reimbursement

Job Summary

The Marketing Manager will be responsible for institutional outreach, field marketing, client relationship management, lead generation, and campus engagement activities. The role involves regular visits to colleges, schools, coaching institutes, and educational organizations to promote our solutions and establish long-term partnerships.

This position is ideal for fresh graduates and early-career professionals looking to build a career in Marketing, Business Development, Institutional Sales, Educational Marketing, Brand Promotion, and Customer Acquisition.

Responsibilities

- Visit colleges, universities, schools, coaching institutes, and educational organizations.
- Meet Principals, Directors, Correspondents, Placement Officers, Department Heads, Teachers, and institutional decision-makers.
- Generate qualified business leads through institutional networking.
- Schedule and conduct business meetings and presentations.
- Build and maintain long-term relationships with educational institutions.
- Execute field marketing and brand awareness campaigns.
- Coordinate seminars, workshops, campus activations, and promotional events.
- Support lead generation initiatives and marketing campaigns.
- Conduct market research and competitor analysis.
- Maintain accurate records of client interactions and daily activities.
- Collaborate with the sales, marketing, and operations teams to achieve business goals.
- Prepare daily, weekly, and monthly activity reports.

Qualifications

Required Skills

- Excellent verbal and written communication skills.
- Strong interpersonal and relationship-building skills.
- Confidence in conducting face-to-face meetings.
- Good presentation and negotiation skills.

Hiring organization

MSSPL

Employment Type

Full-time

Industry

EdTech / Education Partnerships /
Institutional Sales

Job Location

HSR Layout, 560102, Bengaluru,
Karnataka, India

Base Salary

18000

Date posted

July 1, 2026

Valid through

31.08.2026

- Ability to work independently and manage field activities.
- Strong organizational and time-management skills.
- Basic computer proficiency including MS Office and Google Workspace.
- Willingness to travel within Bengaluru for client meetings.

Minimum Qualifications

- Bachelor's Degree in Marketing, Business Administration, Commerce, Management, BBA, BBM, B.Com, or any equivalent discipline.
- Freshers are welcome to apply.
- Candidates with internship or prior experience in Marketing, Field Sales, Business Development, Educational Marketing, Brand Promotion, or Client Relationship Management will be preferred.

Job Benefits

- Competitive salary package.
- Monthly performance incentives.
- Travel reimbursement for official field visits.
- Professional training and mentorship.
- Career growth opportunities.
- Exposure to institutional sales and EdTech marketing.
- Collaborative and performance-driven work environment.

Contacts

Interested candidates who are passionate about Marketing, Business Development, Field Sales, Institutional Sales, or Educational Marketing are encouraged to apply.

Immediate joiners will be given preference.