



Job Description - Marketing Lead

Introduction:

[About TagHive Inc.](#)

TagHive Inc., incorporated on April 25, 2017, is a Samsung-funded education technology company with headquarters in South Korea and an office in India.

Our vision is to be the learning platform of choice for all schools around the world.

About Class Saathi

Class Saathi is a low-cost unified platform that connects students, teachers and administrators to improve students' learning outcomes. The platform is a combination of a clicker for each student and a smartphone application for teachers, students/parents and a dashboard for administrators. Most importantly, it does not require internet or electricity to function in classrooms.

Summary:

To achieve TagHive's vision, the Marketing Lead will be responsible for mastering the art of engaging our varied audiences with creative and tailor-made ideas. You will be responsible for leading offline and digital marketing campaigns from concept to execution.

We're looking out for passionate folks with **5+ years** of experience for this role. This is a lead role where the candidate is expected to help drive engagement, reach, and ultimately expansion, through marketing efforts online and offline.

An ideal candidate is an experienced, street-smart, outgoing professional who understands and can catch marketing trends before they become one, build new trends, is adept at analytics, can understand business needs and can curate relevant, eye-catching, engaging content that resonates with our target audience.

Responsibilities:

- Create and manage all offline and online marketing campaigns
- Develop marketing strategies, tactics and narratives to expand Class Saathi's reach across demographics
- Manage organic and paid acquisition channels
- Build strategic partnerships with key stakeholders and influencers in the ecosystem
- Utilize data analytics to inform strategy and planning
- Conduct user research to understand needs and build specific strategies

Requisite Skills and Experience:

- 5+ years of professional experience in the marketing space
- Proven track record of growing brand presence
- Impeccable command of the English language – verbal and written
- Creative flair in marketing concepts
- Ability to wrap complex ideas into easy-to-understand consumable media

Expected Salary

Up to 18 Lac per annum based on experience and qualifications

How to apply:

Please fill out the form - [TagHive Job Application Form](#)