



Hiring for Marketing Lead – Offline & Brand Experience

Experience: minimum 6 years

Location: Delhi

Key Responsibilities

- Own the **offline brand marketing strategy** for higher education programs
- Lead overall brand positioning and offline communication strategy - from concept development and GTM planning to execution across the academic year
- Plan and manage **OOH media** (hoardings, metro, transit, outdoor formats)
- Lead **print advertising** (newspapers, magazines, inserts, brochures)
- Drive **on-ground campus branding** and admissions-period visibility
- Manage **brand shoots** (photography & video) for brand, institute and admissions use
- Develop and maintain **admissions collaterals** (prospectus/brochures and more)
- Ensure brand consistency across all offline and experiential touchpoints
- Support in planning/executing campus **activations**
- Coordinate with digital, creative, admissions, and agency partners

Required Experience & Skills

- 6–10 years of experience in offline / brand marketing
- Prior experience in **higher education, education services, media, D2C or youth-focused brands** preferred.
- Strong understanding of branding, OOH, print buying, and on-ground execution
- Ability to translate brand strategy into physical experiences
- Experience working with creative and media agencies
- Specific experience of rebranding or new brand launch PAN India will be a bonus
- Experience managing vendors, agencies, and production partners
- Ability to manage multiple regions and timelines

