

Ajeenkya DY Patil Group

Ajeenkya DY Patil Group (“ADYPG”) is a constituent of the D Y Patil Group, founded by Padma Shree Dr. DY Patil, having 35 years of experience in managing and delivering quality healthcare across multiple specialties. The D Y Patil Group, which is in existence since 1983, is one of the largest educational groups in the country. The Group runs 05 universities in Pune, Mumbai, and Kolhapur as also three large medical colleges and hospitals. The group hospitals combinedly operate over 8,000 beds and provide effective and quality healthcare.

ADYPG was established in 2002 and the group activities encompass the fields of Education, Healthcare, Agriculture and Sports. ADYPG is focused on creating new concepts in new ways of thinking in the fields of health, education, sports, and agriculture. ADYPG has over the years contributed to the wellbeing of masses by setting up and operating large healthcare facilities across the globe.

Find more about few Group verticals here: <https://adypu.edu.in/> , <https://adypunuovos.com/> , <https://go-school.in/>

Regional Head of Marketing

As a Regional Head of Marketing, the incumbent will create and implement strategies on branding and communication activities-ATL, BTL and organize seminars and events that can create buzz in the region and bring more visibility to the brand. Along with partnering with admission consultants, he/she will be driving the target admission numbers and revenue. He/she will be a person who is ready to adopt to unconventional ways that create more visibility of the product and organization that results in sourcing more effective leads leading to admissions.

Job Responsibilities

1. Utilize marketing intelligence to vet key segments and target
2. Meeting admissions numbers and revenue for the given academic year
3. Work closely with admission consultants/channel partners in the region and source leads resulting in admissions
4. Sign and renew MoUs with the consultants (new and existing) on need basis and devise incentive structure for them basis admission numbers
5. Spread and establish the brand in the region through events, seminars, education fairs and other educational activities
6. Forge partnership with educational institutions – coaching classes, colleges, schools, technical institutions, etc. – for effective lead generation
7. Coordinate with various departments and vendors for end-to-end execution of projects
8. Provide inputs on graphics, contents, collaterals in various communication mediums

Desired Qualifications and attributes

1. 5+ years of work-experience in education sector
2. Self-starter with analytical mindset and problem-solving capability
3. Ability to work in an un-supervised environment with minimum instructions
4. Driven by meeting business targets

Compensation

1. Best in industry

Location/Region

1. West (Ahmedabad and Mumbai)