
Learning Matters is an education technology company based in Bangalore. **We improve student learning outcomes in schools with highly affordable, scalable technology and non technology products.** We are expanding rapidly. As part of this expansion plan, we are focussing on increasing our brand awareness through promotional/marketing events and school visits. To support this expansion, we are looking to hire multiple positions in the Marketing team.

This document details the position of a Junior Marketing Coordinator to be based in Karnataka.

Designation: Junior Marketing Coordinator | # of positions available: 1 | Nature of work: Full time employment

Core responsibilities include but are not limited to:

- Plan and coordinate promotional and marketing events across Karnataka, Tamil Nadu and other states
- Connect with and manage vendors
- Carry out tele-marketing activities to connect with and follow-up with potential customers
- Manage company social media accounts with direct instruction and supervision
- Carry out email-marketing activities with direct instruction and supervision
- Research and create city-wise database of schools according to criteria specified by the organisation

Additional responsibilities

- Coordinate with sales team to plan promotional activities and events
- Visit schools to present company products/services and to generate sales leads

Other pointers about this role

- This is not a work-from-home role; employee is required to work fulltime from the Learning Matters office
- Requires intensive travel within Karnataka and in other states to coordinate promotional events and for school visits
- Requires travel to tier-2 and tier-3 towns and villages
- Requires flexibility with working hours
- Independent contributor role

Career graph @ LM

- Immense opportunities for growth, based on performance.

Skills and qualifications required

- Graduate in any discipline, with 2-3 years of experience in project coordination/administration/event management
- Ability to converse fluently in either Kannada or Tamil; ability to understand and respond at a basic level in the other language
- Good communication skills in English
- Good working knowledge of Google Drive and document management
- Keen interest in sales and marketing
- Confidence, patience, positive attitude, perseverance with tasks, ability to follow instructions
- Ability to work with aggressive timelines and deadlines

Working @ Learning Matters

- Promotes creativity at its best
- Provides freedom to bring ideas to the table
- Provides employee friendly policies and a healthy work environment where talent and good attitude are respected

Email contact@learningmatters.xyz with resume and cover letter.