



# Institute of Actuaries of India

Statutory body established under an Act of Parliament

Unit No. F-206, 2nd Floor, F Wing, Tower II, Seawoods Grand Central,  
Plot no R-1, Sector 40, Nerul Road, Navi Mumbai - 400706  
+91 22 6243 3333 +91 22 6243 3322

**Date: 18/04/2024**

## **JOB DESCRIPTION:**

Job Title	Senior Manager	Level & Grade	Level 3 Grade 1
Department	Marketing Department	Location	Seawood, Navi Mumbai
Reports to	Deputy Director	Reportees	NA

## **Job Purpose:**

To lead strategic marketing initiatives and campaigns aimed at increasing student enrollment aligned with membership growth set by the Institute from time. Adapt marketing strategies based on outcomes, Key Performance Indicators (KPIs), and feedback to ensure responsiveness and alignment with organizational goals and audience preferences. Candidates should possess unimpeachable integrity, a steadfast commitment to purpose, and a proven track record of delivering results within the Marketing Department.

## **Responsibilities:**

- Develop and implement comprehensive marketing communication strategies that align with the Institute's mission, vision, and goals. Identify target audiences, craft key messages, and select appropriate communication channels for maximum impact.
- Maintaining and enhancing institute's brand image through consistent messaging across various communication channels. This includes ensuring that all marketing materials and campaigns adhere to brand guidelines.
- Spearhead the planning, execution, and evaluation of marketing campaigns to promote the Institute globally. Collaborate with agencies/vendors, create impactful content, and manage campaign budgets for optimal results.
- Create engaging and appealing content various marketing channels including social media, websites, email newsletters, and print materials. Utilize skills in copywriting, graphic design, and multimedia production to captivate audiences.
- Cultivate positive relationships with media and stakeholders to generate favorable publicity and enhance the Institute's reputation. Develop press



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releases, coordinate media events, and handle media inquiries professionally.

- Lead digital marketing efforts including website management, social media marketing, email campaigns, and SEO strategies. Utilize digital analytics to measure performance and optimize marketing strategies accordingly.
- Design and maintain marketing collateral such as brochures, flyers, presentations, and other materials as needed to support marketing initiatives.
- Conduct market research to gain insights into student/member preferences, industry trends, and competitor activities. Utilize findings to refine marketing strategies and campaigns for maximum impact.
- Prepare and manage the marketing budget, ensuring efficient allocation of resources to achieve marketing objectives while staying within budgetary constraints.

## **Educational Qualification and Experience requirements:**

- Master's degree in Marketing, Business Administration, or a related field from reputed college or university.
- Minimum of 8 years of experience in marketing or a related field, preferably within the insurance/financial services or education industry.
- Proficiency in digital marketing tools and platforms, like website CMS, email marketing software, social media management tools, and analytics platforms.
- Proficient in content creation and creative designing utilizing requisite software tools. E.g., Canva, Adobe.
- Knowledge of the actuarial profession, financial services industry, education sector, insurance industry or related fields is a plus.

## **Working term:**

- Appointment is on a full-time basis.

## **Age requirements:**

- Minimum Age – not less than 28 years
- Maximum Age – not more than 35 years

## **How to apply:**

Kindly apply by sending your CV at [vinita@actuariesindia.org](mailto:vinita@actuariesindia.org)



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**Last date for application: 30<sup>th</sup> April 2024**

## **About IAI:**

The Institute of Actuaries of India (IAI) is a statutory body established by an Act of Parliament, viz. The Actuaries Act, 2006 for regulating the profession of Actuaries in India. The nodal ministry for the Institute is Department of Financial Services, Ministry of Finance.

The affairs of the IAI are managed by a Council in accordance with the provisions of the Actuaries Act, 2006.