Digital Marketing Manager

Skillstride Academy | Hyderabad | Full-time | 5+ years of experience

Department	Digital Marketing
Location	Hyderabad
Job type	Full-time
Experience	5+ years in digital marketing
Reports to	Head of Marketing

About the role

We are looking for an experienced Digital Marketing Manager to plan, run and grow our online presence across paid, organic and social channels. You will own campaign performance end to end, lead a small team, and turn data into decisions that bring in more students and partners for Skillstride Academy.

Key responsibilities

- Plan and execute multi-channel campaigns across Google Ads, Meta (Facebook and Instagram), LinkedIn and YouTube.
- Own the monthly marketing budget, lead-generation targets and cost per lead.
- Lead SEO and content strategy: keyword research, on-page and off-page optimisation, and the content calendar.
- Manage social media, email and WhatsApp marketing, and automation workflows.
- Track performance in Google Analytics 4 and Search Console; present clear weekly and monthly reports.
- Run A/B tests on ads, landing pages and funnels to improve conversion rates.
- Mentor and review the work of junior marketers, designers and freelancers.
- Work with the admissions and placements teams to align campaigns with enrolment goals.

Requirements

- 5+ years of hands-on experience in digital marketing, with at least 2 years managing a team or a significant ad budget.
- Proven results with paid campaigns (Google Ads, Meta Ads) and organic growth (SEO, social).
- Strong working knowledge of Google Analytics 4, Search Console and a CRM or marketing automation tool.
- Excellent written and spoken English; strong copywriting and presentation skills.
- Analytical mindset: comfortable with spreadsheets, dashboards and ROI measurement.
- Bachelor's degree in Marketing, Business, Mass Communication or a related field (MBA preferred).

Good to have

- Experience in education, EdTech or training businesses.
- Certifications such as Google Ads, Google Analytics or HubSpot.
- Basic knowledge of video editing and design tools (Canva, Premiere Pro, Photoshop).

What we offer

- A leadership role in a growing education brand.
- Performance-linked incentives and learning allowance.
- A collaborative team and the freedom to try new ideas.

How to apply

Register on the Skillstride job portal, open this job and upload your latest CV. Applications close on the last date shown on the job page.

This is a sample job description for demonstration purposes.