



DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY
(A State University Established under Govt. of NCT of Delhi Act 04 of 2020)
HQ: DSEU Dwarka Campus
Sector 9, Dwarka, New Delhi – 110077

**RECRUITMENT FOR MARKETING HEAD AND EMPLOYER MANAGEMENT HEAD
FOR ROZGAR BAZAAR – AN EMPLOYMENT LINKAGE PLATFORM BY GOVT. OF DELHI**

The Delhi Skill and Entrepreneurship University (DSEU) has been established through an act of the Legislative Assembly of the National Capital Territory of Delhi, namely the “Delhi Skill and Entrepreneurship University Act, 2019 (DELHI ACT 04 OF 2020) to provide quality education in applied sciences and skill education. The University came into existence on 15th August 2020 vide Notification dated 14.08.2020.

The Delhi Skill and Entrepreneurship University (DSEU) is planning to develop a public-private employment linkage platform for blue and grey collar workforce called ROZGAR BAZAAR and is looking for experienced and efficient professionals to support DSEU in the following:

- a) designing overall marketing strategy and managing marketing & branding for the platform
- b) managing employer onboarding and relationship to ensure continuous high-quality demand on the platform

DSEU is looking forward to launching ROZGAR BAZAAR as an integrated job matching platform to facilitate employment linkages and livelihoods of job seekers in Delhi. The platform will be developed in partnership with an existing job portal and will have advanced functionality including smart matching, employer verification, placement tracking, skilling, counseling, and many other services to support people of Delhi in accessing meaningful employment opportunities.

1. Head of Marketing

1.	Name of Position	Head of Marketing
2.	Number of Positions	1 (one)
3.	Method of Recruitment	Contract based through open market
4.	Age Limit	Candidate should be below 40 years of age as on the date of the advertisement
5.	Period of contract	One Year (may be extended to 2 years, subject to review of performance)
6.	Remuneration (per month)	Rs. 2,00,000 - 2,50,000/-
7.	Minimum Qualification	<ul style="list-style-type: none">• Master’s Degree in Business Administration or Marketing from a reputed university or Institution
8.	Experience	<p><u>Essential Requirement:</u></p> <ul style="list-style-type: none">• Minimum 8 years of professional experience in Marketing/Branding with focus on Digital Marketing with 4 years in a leadership capacity with accountability and responsibility for performance, including outcomes, budget, timelines, client, and stakeholder management• Strong planning & implementation experience with ATL, BTL, and Digital Marketing including Social

		<p>Media Marketing, Paid marketing, Email & Mobile Marketing, etc.</p> <ul style="list-style-type: none"> • Strong knowledge of app campaigns for Google, Facebook, and Instagram ads • Strong knowledge of programmatic (DV360) and affiliate marketing and Search Engine Optimization <p><u>Desirable Requirement:</u></p> <ul style="list-style-type: none"> • Professional experience in Marketing with employment or tech-based organization • Experience of leading at least 3 large-scale assignments/programs (involving strategy development, development of roadmap, implementation planning, PMU set up and implementation support) in the Marketing or Branding functions. • Strong know-how of attributions tools (e.g., Appsflyer) • Strategic thinker with strong analytical mindset and problem-solving skills
9	Job Responsibilities and Duties	<ul style="list-style-type: none"> • Develop overall marketing strategy & budget allocation across ATL, BTL, and Digital Marketing • Develop marketing execution plans, allocate budget & resources across channels with acquisition targets • Lead implementation of overall GTM strategy & milestones (product launch, customer acquisition) • Manage and optimize campaigns across all digital channels including Google, Facebook, etc. • Lead a team of campaign managers, media buyers and analysts including vendor management and tracking performance, and suggesting improvement for effective marketing and banding • Actively review performance of existing marketing channels to optimize and scale effective channels • Lead product marketing efforts by improving key conversion metrics through consumer journey improvement in a scientific manner • Communicate effectively to public and private partners, the marketing roadmap for the platform, progress update on implementation, and required interventions

2. Head of Employer Management

1.	Name of Position	Head of Employer Management
2.	Number of Positions	1 (one)
3.	Method of Recruitment	Contract based through open market
4.	Age Limit	Candidate should be below 45 years of age as on the date of the advertisement
5.	Period of contract	One Year (may be extended to 2 years, subject to review of performance)
6.	Remuneration (per month)	Rs. 1,50,000 - 2,00,000/-

7.	Minimum Qualification	<ul style="list-style-type: none"> ● Master’s Degree in Sales or Business Administration from a reputed university or Institution
8.	Experience	<p><u>Essential Requirement:</u></p> <ul style="list-style-type: none"> ● Minimum 8 years of professional experience in sales management, business development or customer relationship management with 4 years of experience in a leadership capacity in Sales or Business Development with accountability and responsibility for performance, including outcomes, budget, timelines, client, and stakeholder management ● Strong communication skills and an excellent storyteller & presenter ● Strong planning & implementation experience with stakeholder management, sales, and partnerships with multiple customers <p><u>Desirable Requirement:</u></p> <ul style="list-style-type: none"> ● Professional experience in Sales/Customer Management with employment or tech-based organization is preferred ● Experience of managing/leading at least two large-scale assignments/programs involving strategy development for sales, development of roadmap, implementation planning, PMU set up and implementation support ● Strategic thinker with strong analytical mindset and problem-solving skills
9	Job Responsibilities and Duties	<ul style="list-style-type: none"> ● Develop strategy for onboarding maximum employers & ensuring continuous demand generation on platform ● Identify leads & plan outreach for market associations, MSMEs, larger recruiters, and staffing agencies ● Develop effective presentations for product offerings and solutions in an educational & informative manner ● Build & maintain effective long-term relationships & a high level of satisfaction with key decision makers at employer organizations & associations ● Lead demand management & employer relationship management with a team of account managers and partner/vendor organizations ● Actively review performance of existing employers across job roles and optimize outreach plan ● Communicate resolution and changes required to operationally drive customer success ● Communicate effectively to public and private partners, the employer management roadmap for the platform, progress update on implementation, and required interventions