

Chief Marketing Officer, Odisha Skill Development Authority

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| Role Title | Chief Marketing Officer, Odisha Skill Development Authority |
| Role Purpose | <p>The Chief Marketing Officer will:-</p> <p>(a) Responsible for the development and execution of marketing and advertising campaigns for the Odisha Skill Development Authority aligned with the mission and vision.</p> <p>(b) Responsible for managing all marketing operations, assessing and improving existing initiatives and devising new strategies to further strengthen the Brand “Skilled-in-Odisha” in Global Market.</p> |
| Reports to | <ul style="list-style-type: none"> • Chief Executive Officer, Odisha Skill Development Authority |
| Key Areas of Responsibility and Accountability | |
| 1. | <p>Responsible for the development and execution of marketing and advertising campaigns for the Odisha Skill Development Authority aligned with the mission and vision. Chief Marketing Officer (CMO) will have following duties and responsibilities:</p> <p>(a) Set marketing goals and objectives</p> <p>(b) Create, Plan and present the annual marketing plan and strategy</p> <p>(c) Implement and manage marketing strategy</p> <p>(d) Review and manage content for marketing strategy</p> <p>(e) Determine KPIs in marketing for Odisha Skill Development Authority</p> <p>(f) Track KPIs on a regular basis and present reports</p> <p>(g) Use data and reports to make evidence-based decisions</p> <p>(h) Design, plan and execute effective marketing campaigns for different channels and stakeholders</p> |
| 2. | <p>Responsible for managing all marketing operations, assessing and improving existing initiatives and devising new strategies to further strengthen the Brand “Skilled-in-Odisha” in Global Market</p> <p>(a) Contribute to the overall growth of the brand “Skilled-in-Odisha”</p> <p>(b) Conduct market research and peer competitor profiling using data analysis</p> <p>(c) Planning, implement and overseeing all marketing and advertising campaigns including social media.</p> <p>(d) Growing and developing in-house team</p> <p>(e) Building a network of reliable external agencies and marketing professionals</p> <p>(f) Liaison with various stakeholders to align objectives</p> <p>(g) Contributing to new initiatives of the OSDA</p> <p>(h) Budget Management</p> |

Qualification, Experience & Essential Knowledge

- Preferably Master's degree in Marketing with at least ten (10) years of work experience with proven track record and exposure to Marketing Strategies;
- Exposure working in a CRM and SEO tools like Google Analytics, Google Adwords, HubSpot, WebTrends, SalesForce, etc.in a government and/or international organisation with in-depth knowledge of big data analysis.
- Experience in managing a broad range of activities with various international organisations, partner institutions and stakeholders;
- Knowledge of Skill Development will be an advantage; Ability to connect the concepts to the practices and applications on skill issues;
- Good skills in capturing, analysing, managing, retrieving and disseminating information effectively using appropriate information systems;
- Good skills in developing a variety of written materials for audiences with different levels of understanding to the materials or subject matters presented;
- Good knowledge and understanding of information and communications technology;
- Excellent computer skills, including developing graphics for presentation materials; and
- Good command of the English language, both spoken and written

Technical Competencies

- Knowledge of Marketing Management.
- Knowledge of Brand Management

Behavioural Competencies

- Team management
- Monitoring skills
- Communication and partnership skills
- Flexibility and Adapability

Language requirements

- The job demands speaking English, Hindi and preferably Odia
- The job demands reading and writing ability in English and preferably in Hindi and/or Odia