

Job Title: Assistant Marketing Manager

Organization: CySecK, IISc Bangalore

Location: IISc Bangalore

Job Title: Full-Time

About the Role:

The Assistant Marketing Manager will assist and execute marketing initiatives to promote the mission and vision of our Cybersecurity Center of Excellence. You will collaborate with the Functional Managers and other cross-functional team members to carry out campaigns, boost engagement, and raise awareness of cybersecurity programs.

Key Responsibilities:

- Help create and implement strategic marketing campaigns to promote the center's cybersecurity services and programs.
- Organize online marketing efforts such as social media, email marketing, and content marketing to drive audience interactions.
- Work with internal teams to create effective marketing materials like brochures, whitepapers, newsletters, blogs, and case studies.
- Monitor, analyze, and report on marketing performance indicators to maximize campaign efficiency.
- Assist in planning and coordinating webinars, workshops, conferences, and other promotional events.
- Stay abreast of the latest cybersecurity trends to maintain the relevance and accuracy of content.
- Oversee dealings with external vendors, agencies, and partners when necessary.

Qualifications:

- Bachelor's degree in Marketing, Business, Communications, or a similar field.
- At least 2-4 years of marketing experience, preferably technology or cybersecurity-based.
- Proven experience with digital marketing tools (SEO/SEM, Google Analytics, CRM systems).
- Strong project and organizational skills with the capacity to manage multiple projects at once.
- Strong written and verbal communication abilities.
- Positive proactive attitude, team focus, and meticulous attention to detail.

Preferred Skills:

- Previous social media account and campaign management experience.
- Content development and digital narrative experience.
- Optional - Experience with cybersecurity lingo and practices.

Benefits:

- Competitive salary
- Professional growth and development opportunities with wide exposure.
- Collaborative and creative working environment.

Application Process:

Email your resume / CV to coe.cyseck@gmail.com with the subject line “Application for Assistant Marketing Manager” within the deadline **20th April 2025**.