

Sales and Marketing Head

Schoolnet India Ltd (www.schoolnetindia.com) is the first and one of India's leading EdTech service providers with two decades of track record, providing digital and digitally-enabled services to K-12 schools and students in the middle and bottom of the economic pyramid (MBOP) – a largely underserved, but highly promising segment in terms of scalability and opportunity. Our mission is to empower every learner by democratizing education, through deployment of technology at scale, and focusing on the principles of Access and Quality.

You'll be a good fit at Schoolnet if:

You are passionate about democratising access to education using technology to create meaningful impact at scale. You're intellectually curious and a team player. You are a firm believer in taking ownership of your work, while supporting other colleagues to help the organization grow and strive for excellence.

Role Overview:

As we look to scale our efforts in 2022 and beyond, we're looking for a Sales and Marketing Head who's passionate about developing marketing opportunities and implementing innovative sales plans.

Responsibilities:

- Develop & manage P&L of Rs 30-100 Crs + comprising digital products and services
- Deep connect with Private School chains and large accounts
- Design & execution of marketing campaigns
- Monitoring performance of sales and marketing activities
- Preparing reports based on key metrics for senior management
- Conducting research to identify new markets, assessing market fit, and customer needs
- Developing and executing go-to-market and operational strategies to achieve business goals.

Desired experience for Sales and Marketing Head

- Ability to recruit, manage and lead teams panning multiple geographies
- Understanding of K-12 Ed-tech domain
- Start-up experience with product build background