

#2989/G, 12th Main Road, HAL 2nd Stage, Indiranagar, Bangalore  
560 008 Karnataka +91 - 96869 80181  
[contact@walnuts.co.in](mailto:contact@walnuts.co.in) [www.walnuts.co.in](http://www.walnuts.co.in)

### **Work With Us!**

**Job Description: Full-time Marketing Manager**

**Location: Bangalore, Karnataka**

#### **About us:**

Walnut Knowledge Solutions Pvt. Ltd. is an educational company that aims to bring about curiosity and awareness among children and adults through the use of questions and storytelling. We are trying to solve primary issues of education such as motivation, general awareness and providing context through our various interventions.

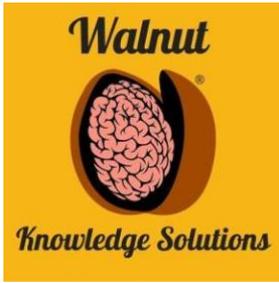
We are currently running our flagship QShala program for children across schools. Apart from this, we conduct quizzes for colleges and a range of corporates.

#### **About the role:**

QShala is a program where we use questions, stories, and curiosity-centered activities to help children broaden their horizons about what's happening in the world, and in the syllabus as well. It also focuses on enhancing one's personality by placing emphasis on how to read, write, listen and speak better. Our QShala Outreach program, conducted in Government Schools, follows the QShala philosophy of curiosity and independent thinking, but is tweaked to accommodate the participating children.

We are actively looking for someone to lead the marketing function of our organization. We'd want to be associated with someone who is passionate about sparking curiosity about our brand and inspiring a greater audience to be part of the program. The broad responsibilities of the role will be to:

- 1) Lead a team of 2-3 marketing associates to:
  - a Create contextual, crisp content for social media platforms as part of digital marketing



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- b Ideate and execute initiatives to improve brand reach and customer retention
  - c Create and review copy for all marketing collaterals, including brochures, letters, emails and websites
  - d Conduct research and identify target audiences through data analysis
- 2) Develop marketing strategies across products and channels
  - 3) Liaise with internal teams and external designers/vendors to create offline and online collateral

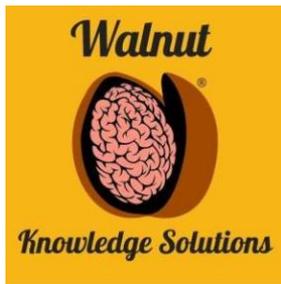
**Qualifications required:**

- 1) 3-5 years of experience in the marketing function of an organization, experience leading a team is preferred
- 2) Should be able to drive digital (across FB, Insta, Twitter, LinkedIn, etc.) and offline campaigns, with minimal input/direction
- 3) Must possess a keen eye for effective marketing copy and messaging
- 4) A degree/certification in marketing is preferred, but not mandatory
- 5) Experience in the education/knowledge space is a plus

Above all, the applicant should be passionate about the brand, its program and should ideally share our vision for the organization.

**Compensation:**

Compensation for the full-time role will be as per the candidate's qualification and experience.



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### **How to apply:**

If you think that you are suited to work with us at Walnut, then write into us [here](#) with:

1. Your qualifications/ updated CV
2. A short statement of intent
3. Your contact information

You can also direct any other queries that you have to the e-mail address listed above.

### **(More) About us:**

Apart from QShala, Walnut Knowledge Solutions has conceptualised and conducted knowledge properties for clients such as the Prajavani Quiz Championship (engaging 12,000 students across Karnataka), Ascendas BizQuiz (engaging employees of over 300 companies across the Ascendas technology parks) and ConQuest (engaging over 1,000 college students across India).

We have also been knowledge partners and conducted quizzes across the IITs, IIMs, BITS, and Symbiosis Law School, among others. While covering general topics like Business, Culture, and Technology. We have also conducted niche quizzes on topics like big data, food, and diversity. We have hosted more than 100 shows so far.

### **Fun fact!**

Walnut is the first and only organization to conduct a quiz in the Antarctic Peninsula and has a Limca Record for the same!

### **Get social:**

[Twitter.com/askwalnut](https://twitter.com/askwalnut)

[Facebook.com/walnutknowledgesolutions](https://facebook.com/walnutknowledgesolutions)

Instagram: [insta\\_walnut](#)