



Job Title: Associate- Marketing Operations - B2G

Job Location: Gurgaon

Experience: 1-3 Years

Job Type: Full-time

About Filo

Imagine a world where every student had a personal teacher available to them in seconds, whenever they needed, 24x7

Filo is the world's only online instant live tutoring platform built to bring the power of one-to-one high-frequency learning to students from all backgrounds. With Filo, a student is never stuck while studying and can **connect to a teacher for a live one-to-one video session within 60 seconds** at a click of a button, 24x7. More than **5 million students** across 25 countries have leveraged Filo in their day to day learning. Having won **5 National Awards** from the government of India, Filo is one of the most leading education products in the public education sector.

Filo takes care of any gaps in a student's understanding throughout the year, making their **daily learning process** extremely effective. Which is reflected in their academic performance in a short period of time. Since students are the ones setting up the agenda for these instant-classes, it works as per every **student's pace and understanding**. Teachers are instantly matched by Filo's patented algorithms from **60,000 Filo experts** based on the student's profile and needs.

With Filo, students can:

- Connect to a live teacher over a **one-to-one video call**, in under 60 seconds, 24x7 - yes even at 4 a.m. on Sunday
- Unblock their learning whenever they are stuck **while self-studying at home**
- Completely remove the problem of '**shyness**' among students
- Inculcate a habit of asking questions in a **personal one-to-one setup**
- Improve performance by **learning what they need at their pace**
- Build confidence among students for **peer conversations**

Job Summary:

You will support Filo's marketing efforts for government partnerships and programs. The role will involve coordinating marketing content, program launches, social media communication, impact videos and other campaign requirements. The associate will work with internal teams, students and external vendors to organise shoots and deliver marketing assets on time. They will also support Filo's presence on LinkedIn and Twitter, identify relevant award opportunities, and assist with PR and other B2G marketing initiatives.

What you'll do

- **Impact story pipeline:** Work with internal teams to identify strong student, school and district stories; validate the facts and develop each story for the right format.
- **Impact videos:** Take videos from idea to delivery: define the narrative, prepare interview questions and shot requirements, coordinate production resources and ensure the final story is human, credible and on-brand.
- **Shoot planning and coordination:** Coordinate students, parents, schools, local teams and production partners; manage schedules, locations, access, permissions, consent, briefs, shot lists and follow-ups.
- **B2G marketing content:** Support launches, events and other B2G initiatives with content that resonates with our target audience in the public sector.
- **LinkedIn and Twitter positioning:** Build a consistent editorial rhythm around outcomes, field insight and thought leadership; adapt stories to each platform and strengthen Filo's position in education, technology and public impact.
- **Awards and recognition:** Research credible opportunities, assess fit, maintain the awards calendar, gather evidence and inputs, and support persuasive, accurate submissions from start to finish.
- **PR assistance:** Support story angles, press notes, fact sheets, media inputs, press releases and coverage tracking.

What we're looking for

- **Experience:** 1–3 years in B2G brand, content, communications, PR, impact storytelling or a related role; exposure to education, public-sector or CSR communication is an advantage.
- **Strong storytelling:** You can interview thoughtfully, find the human centre of a programme and write clearly without exaggerating the evidence.
- **Production coordination:** You understand what a shoot needs before, during and after production and can manage people, resources and last-minute changes calmly.
- **Stakeholder judgement:** You communicate professionally with students, parents, government stakeholders, on-ground teams, vendors, adapting your approach without losing clarity.
- **High attention to detail:** Names, numbers, designations, approvals and claims matter to you. You document decisions and close loops.
- **Platform fluency:** You know how a strong impact story should change across a video, LinkedIn post, Twitter thread, award entry and press brief.



To Apply

Please share your updated resume at shivani.garg@askfilo.com

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