Organisational Chart for Uninist – Marketing Team



Role Chart for Marketing Team – Uninist

Head of Marketing Dateme Tamuno

- Reports directly to the management team.
- Oversees all marketing activities and team performance.

Marketing Communication Executive – Muskan (Uninist)

- Key coordinator across **London**, **India**, and **Uninist.**
- Reports to Head of Marketing and the management.

Motion and Graphic – Kubra (Londonist DMC)

- Help Social media Team
- Motion graphics, video editing
- Supports Ilgin on visuals
- Creates dynamic content for social media, ads.

Social Media Team (Uninist, from Londonist DMC)

- **Dunyam** – Social Media Manager (also involved in email marketing/newsletters).
- **Ilgin** – Social Media & Design Lead.

Paid Media Specialist – Aaron (Londonist DMC)

- Manages all paid advertising and PPC campaigns.

Website & SEO Management – Mukesh (University Living)

- Handles website content, landing pages, and SEO.
- Supports newsletters where required.

Workflow and Detailed Responsibilities

Head of Marketing – Dateme

- Oversees the entire marketing strategy and team execution.
- Approves budgets, campaigns, and key decisions.
- Sets KPIs and aligns marketing with overall business goals.

Marketing Communication Executive – Muskan

- Manage internal communications and localised campaigns
- **Campaign Planning**: Owns end-to-end planning of marketing campaigns.
- **Coordination**: Acts as the bridge between:
    - **India** (**University Living** – website, SEO, some newsletters).
    - **Turkey** (**Londonist DMC Istanbul Main Branch** for social media and design).
    - **UK** (**Uninist** Ops.).
- **Asset Management**: Ensures creative materials are ready (in collaboration with Dateme).
- **Campaign Launches**: Oversees timing and execution.
- **Newsletter Management**: May assist in newsletters, depending on workload and write engaging content for blog, website, newsletters if needed.
- **Global Link**: Ensures alignment between India, Turkey, and UK operations.
- To track deliverables, deadlines, and ensure team cohesion.

Motion and Graphics – Kubra (Londonist DMC)

- **Content Creation**: Writes or create marketing videos, blogs, social posts. Design motion graphics and short form videos.
- **Ensures brand alignment between Uninist and Londonist**
  - Oversees that all creatives match Uninist's expectations but stay true to Londonist's brand values.
  - Reviews visual content from both static and motion teams for coherence.
  - Works closely with Ilgin to harmonise brand identity across regions.
- **Support Role**: Assists Muskan with campaign tracking, reports, and follow-ups.
- To measure and report on all campaigns, helping data-driven decisions.

Social Media Team – Dunyam & Ilgin

- **Dunyam**:
  - **Social Media Strategy**: Plans and executes social media campaigns.
  - **Engagement**: Responds to queries, tracks performance.
  - **Newsletter**: Helps with content creation and distribution.
- **Ilgin**:
  - **Design Lead**: Creates visuals for all platforms.
  - **Social Support**: Assists Dunyam in visual content for social channels.

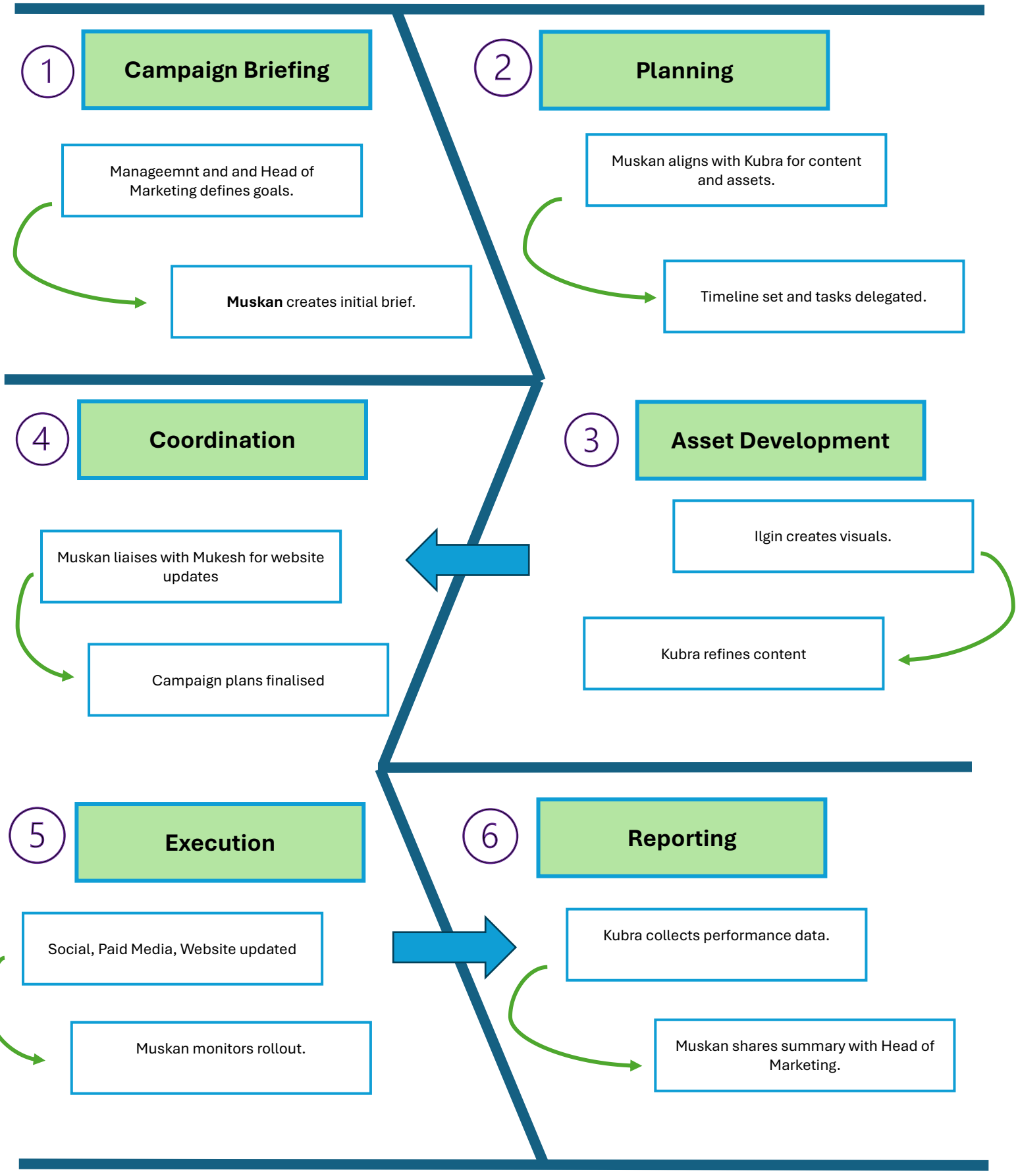
Paid Media Specialist – Aaron (Londonist DMC)

- **Ad Campaigns**: Manages paid channels – Google Ads, Meta Ads, etc.
- **Analytics**: Tracks ROI, optimizes based on data.
- **Collaboration**: Works closely with Dateme for creatives.

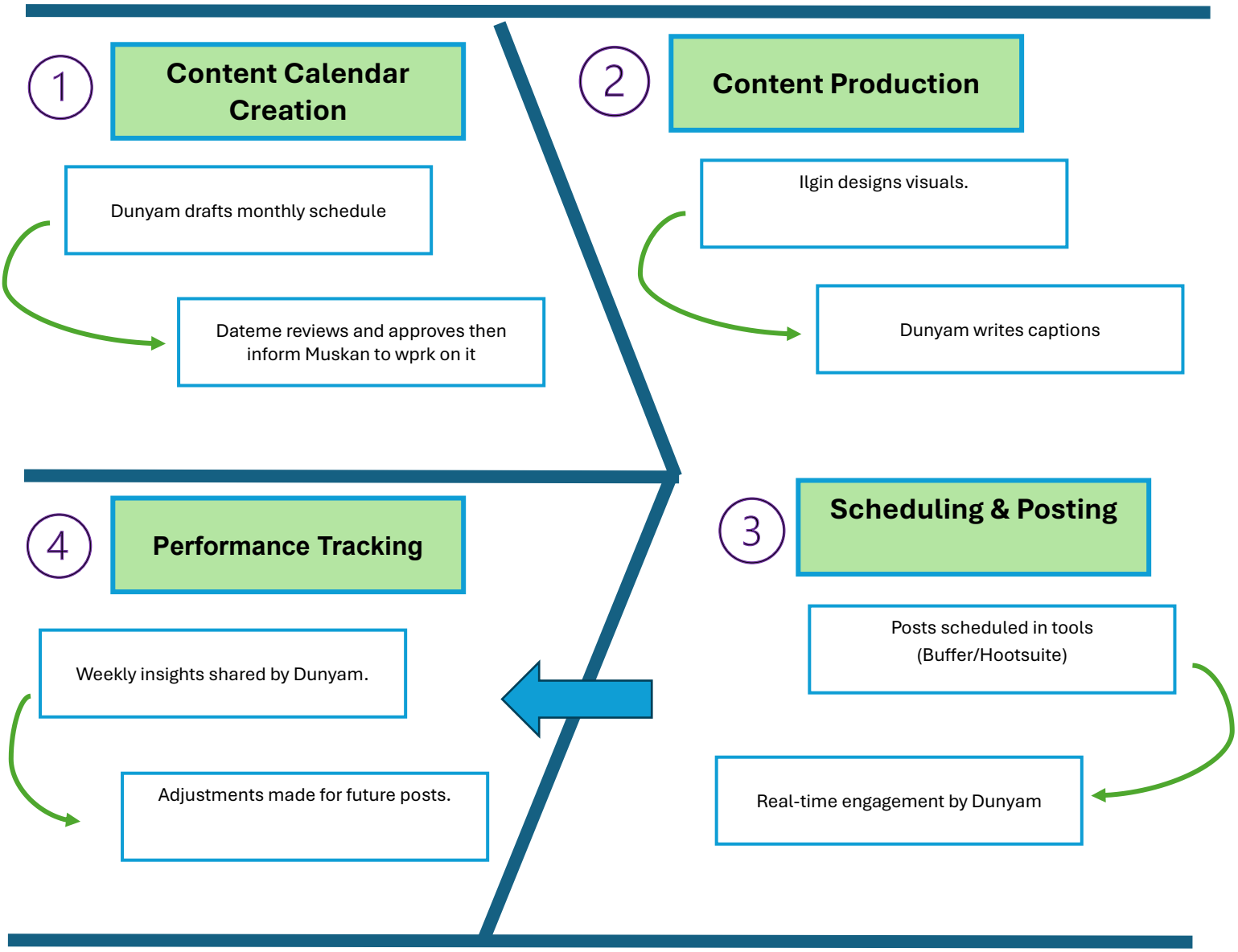
Website & SEO – Mukesh (University Living)

- **Content Updates**: Keeps site updated with new offers, blogs.
- **SEO**: Optimizes content and structure for search engines.
- **Landing Pages**: Designs or updates campaign-specific landing pages.
- **Newsletter Support**: Supports backend setup if needed.

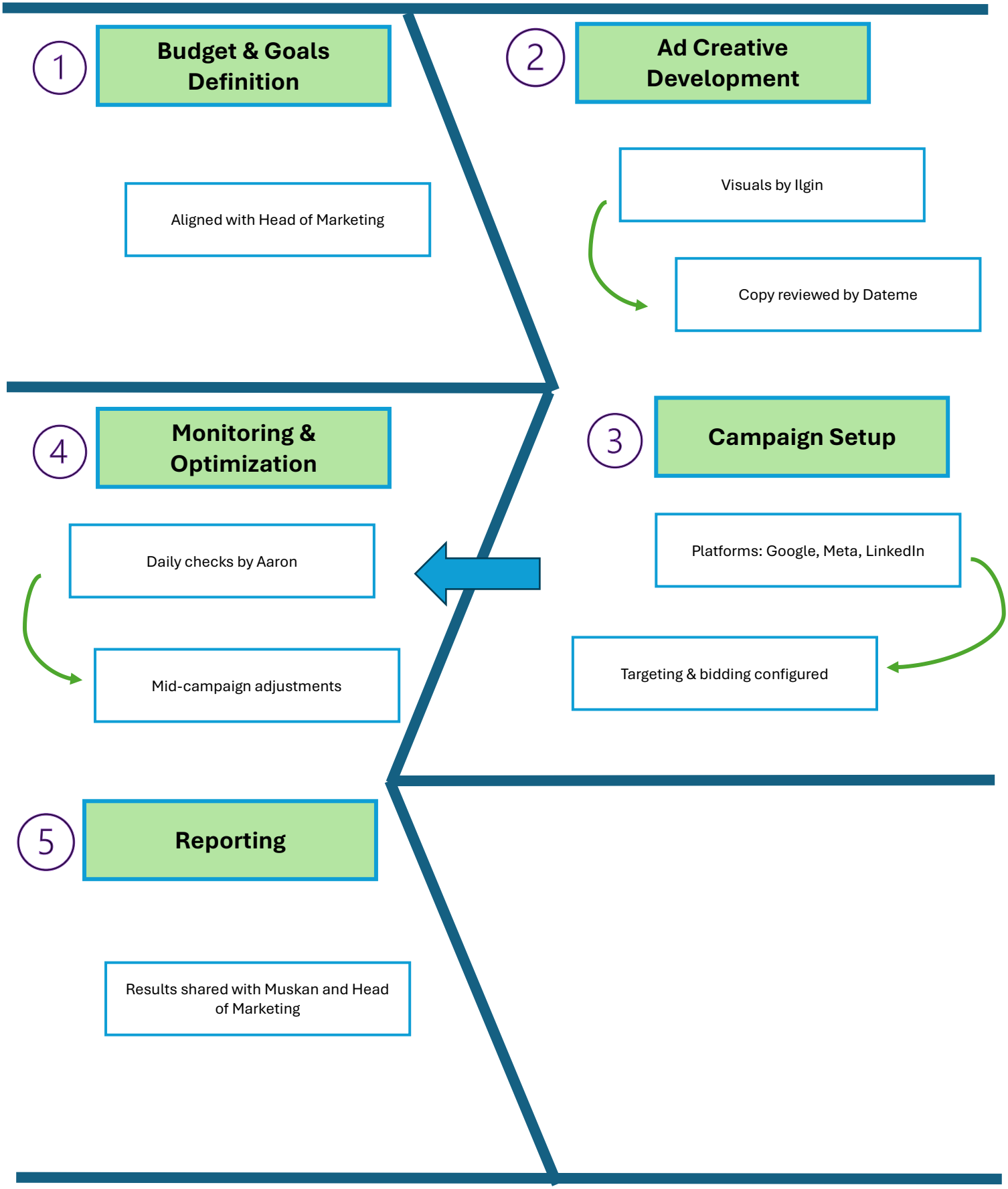
1. Campaign Management Workflow (Muskan, Kubra)



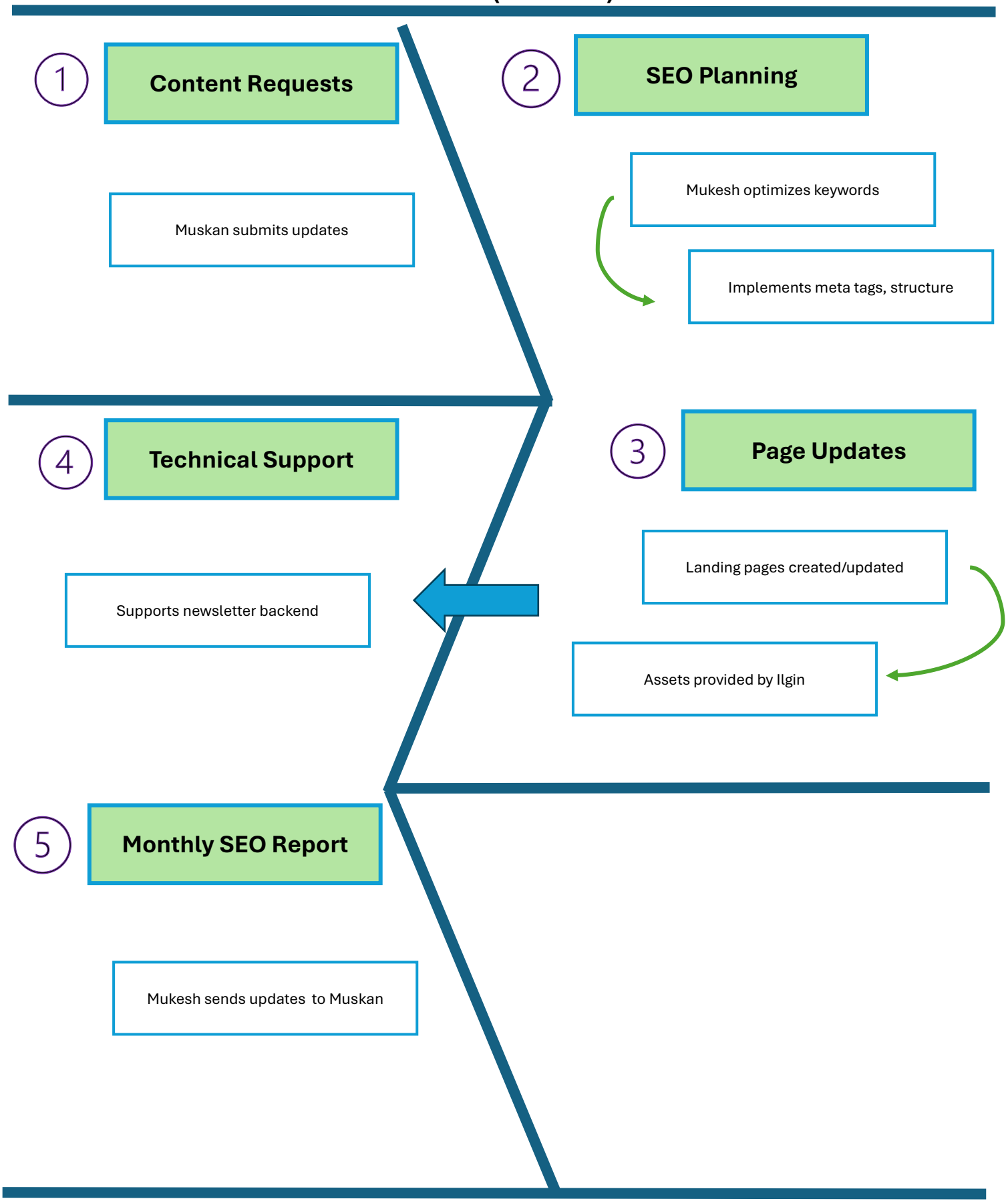
2. Social Media Workflow (Dunyam, Ilgin)



3. Paid Media Workflow (Aaron)



4. Website & SEO Workflow (Mukesh)



5. Newsletter Workflow (Dunyam, Mukesh, Muskan)

