



Manager: Marketing and Brand Management

JD:

If you live and breathe marketing, we need to talk. We're looking for a flexible and versatile marketer who will be responsible for the growth of our inbound sales channels, using all the possible known unknown marketing strategies.

Marketing manager responsibilities include tracking and analysing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity. To be successful in this role, you should have hands-on experience with web analytics tools and be able to turn creative ideas into effective advertising projects.

Ultimately, you will help us build and maintain a strong and consistent brand through a wide range of online and offline marketing channels.

Responsibilities

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly



Requirements and skills

- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Degree in Marketing or related field, Hands-on experience in branding and online campaign management

Qualifications:

- Excellent analytical skills with an eye for details.
- Willingness to be involved in business process improvement and initiative.
- Strong English communication skills, both written and verbal.
- Experience in administrative assistance and customer service is an advantage. Excellent time management and organizational skills.
- Ability to work independently, as well as in a team environment.
- Experience in the electrical- mechanical or a process industry will be a plus.
- Experience of about 2 years may be a good fit.
- Bachelor's degree in any stream, however knowledge of related field is imperative.

Job Type

Full Time

Experience

Min. 2 years of professional engagement

Location

Applicable to all areas in Vadodara region.
