

MARKETING MANAGER

JOB BRIEF

- Develop and execute marketing strategies to enhance brand visibility and attract customers.
- Manage end-to-end implementation of marketing campaigns.
- Utilize various acquisition channels such as content creation, PPC, events, social media, etc.
- Create engaging website and blog content to drive conversions.
- Cultivate partnerships with industry players, agencies, and vendors.
- Review and approve marketing materials.
- Analyze campaign performance and adjust strategies accordingly.

RESPONSIBILITIES

- Demonstrable marketing experience.
- Ability to identify target audiences and devise engaging campaigns.
- Proficiency in web analytics tools and Google AdWords.
- Comfortable with data analysis and spreadsheet use.

QUALIFICATIONS

- MBA in Marketing.
- Minimum 2 Years of work experience.