

UNLIMITED WP

<https://careers.unlimitedwp.com/job/digital-marketing-manager/>

Digital Marketing Manager

Description

We are looking for an experienced Digital Marketing Executive with a minimum of 3 years of experience in the field, encompassing expertise in SEO (Search Engine Optimization), SMM (Social Media Marketing), Email Marketing, Content Management, and PPC (Pay-Per-Click) advertising.

Responsibilities

Responsibilities:

1. Develop and execute comprehensive digital marketing strategies to drive brand awareness, engagement, and conversion across all digital channels, including but not limited to SEO, SEM, social media, email marketing, content marketing, and display advertising.
2. Plan and manage digital marketing budgets, allocating resources effectively to maximize ROI and achieve business objectives.
3. Lead a team of digital marketing specialists, providing guidance, mentorship, and support to optimize performance and foster professional growth.
4. Collaborate with cross-functional teams including product, sales, and creative teams to align digital marketing efforts with overall business goals and marketing initiatives.
5. Analyze market trends, customer insights, and competitive landscape to identify opportunities for growth and optimization.
6. Monitor and analyze key performance indicators (KPIs) to track the effectiveness of digital marketing campaigns and initiatives, providing regular reports and insights to stakeholders.
7. Stay abreast of the latest developments in digital marketing technologies, trends, and best practices, continuously seeking opportunities for innovation and improvement.
8. Implement and optimize marketing automation systems, CRM platforms, and other digital marketing tools to streamline processes and enhance campaign performance.
9. Develop and maintain strong relationships with external partners, agencies, and vendors to support digital marketing initiatives and expand reach.
10. Ensure compliance with regulatory requirements and industry standards related to digital marketing practices and data privacy.

Qualifications

Requirements:

1. Bachelor's degree in Marketing, Business Administration, or a related field; advanced degree preferred.
2. Minimum of 4 years of experience in digital marketing, with a proven track record of success in developing and executing digital marketing strategies.
3. Strong leadership skills with experience managing and mentoring a team of digital marketing professionals.
4. In-depth knowledge of digital marketing channels, tactics, and best practices, with hands-on experience in SEO, SEM, social media, email

Employment Type

Full-time

Beginning of employment

Immediate

Duration of employment

Permanent

Job Location

B - 101 to 105, Shilp Corporate Park, Rajpath Rangoli Road, 380054, Ahmedabad, Thaltej, India

Working Hours

8 hours Flexible

Valid through

31.12.2023

marketing, and content marketing.

5. Proficiency in digital marketing analytics tools such as Google Analytics, Adobe Analytics, or similar, with the ability to interpret data and derive actionable insights.
6. Excellent communication and interpersonal skills, with the ability to collaborate effectively with internal teams and external partners.
7. Strategic thinker with a results-driven mindset and a passion for driving growth and innovation.
8. Ability to thrive in a fast-paced, dynamic environment, managing multiple projects simultaneously and meeting tight deadlines.
9. Experience working in a B2B or SaaS environment is a plus.
10. Certifications in digital marketing platforms or methodologies (e.g., Google Ads, Facebook Blueprint, HubSpot) are desirable.

Experience

- The candidate should have a good command of different marketing engines
- Minimum 4 years of experience in Digital Marketing

Job Benefits

- 8 flexible working hours
- 5 days working
- 40 leaves/year
- Leave encashment
- Quarterly Bonus
- Health Benefits Plan
- Yearly Outing

Contacts

For any further information, you can reach out to us at

recruitment@unlimitedwp.com or contact at **6351635259**

Important Note: During the application process, ensure your contact information (email and phone number) is up to date and upload your current resume when submitting your application for consideration.

Hiring organization

UnlimitedWP Pvt Ltd