

Digital Marketing Manager required for our Digital Setup

Mumbai | **Experience:** 2 - 7 Years

Key Skills:

SEM,SMM,SEO,Affiliate,Email Marketing,Media Planning & Buying,Digital Setup,Digital Marketing

Digital Marketing Manager

The Digital Marketing Manager will be responsible for scaling up the Digital Marketing function for the Channel

He will develop a holistic Digital Marketing strategy for the company, and digital marketing programs.

The scope of Digital Marketing activities will include website/app social media, online advertising, and mobile. The role will also look at strategic partnerships and co-promotions with external parties in the digital space.

This role will collaborate and coordinate with internal teams (Content, Design, Tech-development, Product team, BDMs), external agencies and strategic partners, technology vendors and various internal cross-functional organizations to deliver brand specific digital programs.

He will be responsible to explore and identified ways to integrate social media into business strategies and marketing campaigns by learning and understanding emerging trends and technologies.

This role is responsible for building marketing team, executing the strategies, maximizing ROI of brand investment in digital programs, budget tracking and positively impacting top line and bottom line business results.

Lead the development of organization-wide social media strategy for brands

He will be responsible to ensure that the company stays on top of emerging trends by following latest blogs, industry specific Twitter chats, case studies etc.

Specific responsibilities:

- Building the marketing team for inbound marketing, content development, SEO/SEM, design etc.
- Develop a digital marketing strategy & program.
- Manage the day-to-day function of digital marketing, including Social Media, Digital Production, budget control, project oversight, and KPI tracking. Creating digital content, email campaigns, and managing SEO, paid marketing.
- Provide strong analytical capabilities in the digital space, by implementing key performance measures for each digital program, evaluate the effectiveness of those programs and digital marketing overall, identify new trends and new analytical tools in the digital space, and deliver timely campaign results and summary reports.
- Lead and coach digital marketing efforts of the team, to ensure alignment of digital initiatives with the brand objectives
- Inspire external creative and technology agencies to develop and execute campaigns that test the limits of digital media while meeting the marketing objectives. He will be responsible for selection of management of digital marketing agencies & vendors in this space. He will ensure that the agencies are appropriately staffed, have a good understanding of our brand strategies.
- Should be able to expand our company's digital footprint, awareness, subscribers, and leads.