Position / Job Title	Assistant Manager – Digital Marketing
Grade	C4
Function	Marketing & BD
Division	
Location	CRPO
Gender	Female
Age	
Education	Post Graduate (preferably MBA - Marketing)
No. of Vacancies	1
Experience(yrs)	5 to 7 Years in Content Creation, Design, Digital Marketing, Social Media Management & Performance Marketing
Salary Band	10 to 15 Lacs
New Position/Replacement	New Position

Job Purpose

To employ a high quality Digital Marketing Manager with social media management and performance marketing experience to strategically position the organization in the market, enhance brand visibility, drive customer acquisition, and leverage data-driven approaches for sustained success in the competitive B2B logistics sector.

- **Brand Visibility and Engagement**: Drive the organization's brand visibility across digital channels, enhancing engagement with the target audience through strategic social media management.
- **Customer Acquisition and Lead Generation**: Execute digital marketing campaigns to efficiently acquire customers and generate leads, leveraging performance marketing expertise to optimize ROI and conversion rates.
- **Competitive Edge:** Gain a competitive edge in the B2B logistics industry by employing a Digital Marketing Manager with a focus on performance marketing, ensuring a data-driven approach to outperform competitors.
- **Content Excellence:** Elevate content creation standards to communicate the organization value proposition effectively, utilizing both social media and performance marketing channels for optimal reach and impact.
- **Analytics-Driven Decision Making:** Utilize analytics and performance metrics to make informed decisions, implementing course corrections to enhance marketing strategies and overall brand performance.
- **Integrated Marketing Approach:** Foster an integrated marketing approach by combining social media management and performance marketing, ensuring alignment with organizational goals and a cohesive brand presence.
- **Adaptation to Industry Trends:** Stay ahead in the dynamic landscape of B2B logistics by employing a Digital Marketing Manager who not only understands social media trends but also adapts performance marketing strategies to evolving industry dynamics.
- **Efficient Resource Utilization:** Optimize marketing resources by having a specialist who can manage both organic and paid aspects of digital marketing, ensuring cost-effectiveness and maximizing the impact of marketing budgets.
- **AI Integration:** Leverage the knowledge of AI tools to enhance marketing efficiency, automate processes, and implement cutting-edge technologies for personalized and data-driven marketing strategies.

- **Measurable Impact:** Enable the organization to measure the impact of its digital marketing efforts through quantifiable metrics, ensuring a clear understanding of the return on investment and continuous improvement.
- **Insourcing to Reduce Cost:** multiple odd-jobs currently being outsourced to Agencies at a higher cost.
- **Lead Management**: Improving the quality of Digital Leads and contribution to the business with improved RoAS.

Key Responsibilities	Deliverables/outcomes
Social Media Management	• Develop and implement a comprehensive social media strategy to enhance brand visibility and engagement. • Create and curate engaging content for various social media platforms. • Monitor social media trends, track competitors, and adapt strategies accordingly. • Manage social media accounts, including scheduling posts and responding to comments/messages.
Digital Marketing Manager	• Plan and execute digital marketing campaigns to drive traffic, leads, and customer acquisition. • Utilize SEO strategies to optimize online content and improve search engine rankings. • Collaborate with cross-functional teams to ensure consistency in brand messaging across digital channels. • Analyze key performance indicators (KPIs) to assess campaign success and make data-driven adjustments.
Performance Marketing	• Develop and execute performance marketing strategies to drive efficient customer acquisition. • Manage paid advertising campaigns across various channels, optimizing for ROI. • Implement A/B testing and analyze performance metrics to refine marketing approaches.
Content Creation	• Develop compelling and relevant content for blogs, newsletters, and other digital platforms. • Work closely with design teams to create visually appealing graphics and multimedia content.
Community Engagement	• Foster relationships with industry influencers, partners, and customers to amplify brand reach. • Actively participate in relevant online communities and forums to build a positive brand presence.
Analytics, Course Correction, & Brand Score Improvement	• Monitor and analyze social media, performance of digital marketing efforts on daily basis. • Provide regular reports with insights and recommendations for optimization. • Implement course correction strategies based on data insights to improve brand performance. • Continuously assess and enhance brand scores through targeted marketing initiatives.

Key Responsibilities	Deliverables/outcomes
Agency Management	• Collaborate with external agencies for advertising, content creation, and other marketing initiatives. • Ensure agencies adhere to timelines, budgets, and deliver high-quality work.

Essential Skills required in Candidate (Functional)

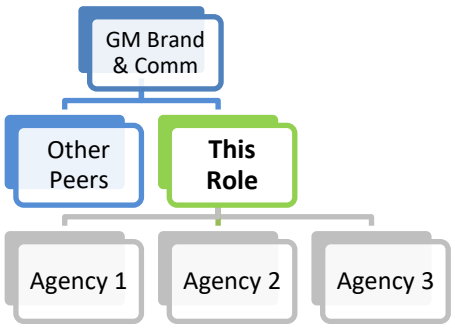
- Bachelor's degree in Marketing, Communication, or a related field.
- Proven 5 to 7 Year experience in Content Creation, Design, Digital Marketing, Social Media Management & Performance Marketing preferably in B2B Marketing.
- Social Media Management: In-depth knowledge of major social media platforms (e.g., LinkedIn, Twitter, Facebook) with the ability to develop and execute effective strategies for brand presence, engagement, Social Listening and lead generation.
- Performance Marketing: Expertise in performance marketing channels, including paid advertising (Google Ads, LinkedIn Ads, etc.), with a focus on optimizing ROI, conversion rates, and cost-effectiveness.
- SEO and SEM: Proficient understanding of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies to improve online visibility, drive organic traffic, and enhance search engine rankings.
- Content Marketing: Strong understanding of content marketing principles, including content creation, distribution, and promotion to build brand authority and engage the target audience.
- Data Analytics: Proficiency in utilizing analytics tools (e.g., Google Analytics) to measure and analyze the performance of digital marketing campaigns, extracting actionable insights for continuous improvement.
- AI Tools Integration: Familiarity with AI tools and their integration into digital marketing strategies for personalization, automation, and enhanced decision-making.
- Email Marketing: Expertise in email marketing, including segmentation, A/B testing, and campaign optimization to drive engagement and nurture leads.
- Community Engagement: Experience in building and nurturing online communities, forums, and relationships with influencers to expand brand reach and foster a positive brand image.
- Agency Collaboration: Ability to effectively collaborate with external agencies for advertising, content creation, and other marketing initiatives, ensuring alignment with organizational goals.
- Integrated Marketing: Understanding of integrated marketing approaches, ensuring a cohesive brand presence across various channels and alignment with overall marketing and business objectives.
- Brand Management: Expertise in maintaining brand consistency and reputation, understanding the nuances of brand management within the context of the logistics and B2B sectors.
- Mobile Marketing: Awareness of mobile marketing strategies, considering the increasing prevalence of mobile devices in accessing digital content.
- Multimedia Content Creation: Capability to oversee the creation of multimedia content, including graphics, videos, and other visual elements, to enhance the overall impact of digital marketing campaigns.
- Legal and Ethical Compliance: Knowledge of legal and ethical considerations in digital marketing practices, ensuring compliance with regulations and maintaining ethical standards.
- Continuous Learning: Commitment to continuous learning and staying updated on emerging trends, technologies, and best practices in the field of digital marketing.

Essential Skills required in Candidate (Behavioural Skills)

- Strategic Thinker: Ability to think strategically and align digital marketing efforts with overall business goals, demonstrating a clear understanding of the organization's vision and mission.
- Analytical Mindset: Strong analytical skills to interpret data, analyze performance metrics, and make data-driven decisions for optimizing digital marketing strategies.

Essential Skills required in Candidate (Functional)
• Adaptability: Flexibility to adapt to evolving industry trends, technological advancements, and changes in the digital marketing landscape. • Creativity: Creative thinking to develop engaging content and innovative marketing campaigns that stand out in a competitive market. • Collaborative Approach: Collaborative mindset with the ability to work effectively across teams, fostering cooperation between marketing, design, and other relevant departments. • Effective Communication: Excellent written and verbal communication skills to convey ideas clearly, engage the audience, and maintain consistent messaging across various channels. • Problem-Solving Skills: Strong problem-solving abilities to address challenges and proactively implement solutions, ensuring the smooth execution of digital marketing initiatives. • Results-Driven: Results-oriented mindset with a focus on achieving key performance indicators and delivering measurable impact through digital marketing efforts. • Leadership Qualities: Leadership qualities to guide and inspire a team, driving motivation and collaboration toward common marketing objectives. • Attention to Detail: Detail-oriented approach to ensure accuracy in content creation, campaign execution, and performance analysis. • Customer-Centric Focus: Customer-centric mindset, understanding the target audience and tailoring digital marketing strategies to meet customer needs and expectations. • Time Management: Efficient time management skills to handle multiple tasks, meet deadlines, and ensure the timely execution of marketing campaigns. • Continuous Learner: Proactive commitment to ongoing learning and staying updated on the latest trends, tools, and technologies in digital marketing and social media management. • Initiative and Ownership: Willingness to take initiative, assume ownership of projects, and drive campaigns independently while being accountable for results. • Ethical Conduct: Adherence to ethical standards in digital marketing practices, ensuring transparency, honesty, and integrity in all interactions. • Risk-Taking Capability: Willingness to take calculated risks, experiment with new ideas, and embrace innovation in the pursuit of marketing excellence.

Reporting Relationship



SIGN-OFF	
Signature	
Name/Division	