

1. Manager Digital Marketing

Job Title	Manager Digital Marketing	Department	Marketing
Location/Unit	Kolkata	Grade	3
Reporting to	COO		
Roles Reporting into this position	Not Applicable		

Job Purpose

Responsible for developing and managing the digital marketing strategy for the organization. To oversee all digital marketing activities, including social media, content marketing, and email marketing. Identify trends and insights keeping best practices in mind. Allocate marketing investments. Plan and direct marketing campaigns. Optimize content for the website and social media platforms. To effectively use all marketing tools and techniques like PPC, SEO, SEM, email, social media, and display advertising.

Responsibilities

- To develop strong and innovative strategies to promote the business brand, products, and services.
- Identify trends and insights
- Allocate marketing investments
- Plan and direct marketing campaigns - create or modify visuals for social media posts, ads, and other digital content.
- Optimize content for the website and social media platforms
- Work with various content formats such as blogs, videos, audio podcasts, etc.
- Implement and analyze performance metrics
- Measure and assess goals vis-à-vis ROI
- Provide internal reports on a regular basis
- Execute new and creative collaborations among technologies and platforms
- Understanding customer behavior, needs, and preferences to tailor marketing strategies that resonate with the target audience.
- Ability to create comprehensive and clear reports showcasing the performance of marketing campaigns and strategies to stakeholders.

Any other additional responsibility could be assigned to the role holder from time to time as a standalone project or regular work. The same would be suitably represented in the Primary responsibilities and agreed between the incumbent and competent authority.

Key Interfaces	
Internal Interfaces	External Interfaces
<ul style="list-style-type: none"> • Operations Team • Marketing Team • Sales Team • Cross functional stake holders 	<ul style="list-style-type: none"> • Clients • Key Customers • Partners • Stakeholders
Role Requirements / Specifications	
Desired Qualifications	Bachelor's degree in marketing or a related field
Desired Experience	<ul style="list-style-type: none"> • 2 to 4 years or more years of experience in a similar role
Knowledge & Skills	<ul style="list-style-type: none"> • Strong organizational and time management skills • Strong written and verbal communication skills to effectively convey messages, engage with audiences, and collaborate with team members. • Attention to detail and accuracy • Given the dynamic nature of digital marketing, being open to change and quickly adapting to new trends, technologies, and platforms is crucial. • Proficiency in using various digital advertising platforms, including Facebook Ads, Instagram Ads, Google Ads, LinkedIn Ads, and more. • Ability to work independently and as part of a team

Version Controls	
Reviewed By:	Approved By:
Date:	Date: