

## ROLE : BRAND MARKETING

**Level / Designation:** Assistant Campaign Manager

**Vacancies:** 2

**Possible Remuneration:** INR 3.6 Lakh+ (final package would also be depending on current position of the candidate)

### Responsibilities

- Maintaining the brands' online presence and sales and devising strategies for growth.
- Researching, strategizing with other professionals.
- Work with the team to create strategy and content for successful campaigns.
- Measuring and reporting on the performance of all digital marketing campaigns.
- Identify trends and insights and optimizing spend and performance based on the insights.

### Skills Desired

- A strong grasp of current marketing tools.
- Experience in identifying target audiences and devising effective campaigns.
- Experience with web, SEO/SEM, email, social media, and other digital platforms, along with strong knowledge of website analytics tools. (e.g., Google Analytics, WebTrends, DART, AdWords, etc.)
- Excellent communication skills.
- Fluency in English language is necessary.

### Your Profile

- Ideally a graduate from a management course, and/or equivalent diploma/certification in digital marketing, with minimum 1 year of experience.
- Experience in delivering multiple successful projects.
- Enthusiastic about the digital and social media, advertising, creative thinking, and strategy.

The position is a **FULL TIME ROLE** from an office location.

Location: BENGALURU