

## Digital Marketing Manager

### **The Opportunity:**

If you live and breathe digital marketing, we want to talk to you. We are looking for an Associate, Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

### **Responsibilities:**

As a digital marketer, you'll need to:

- Create and upload copy and images for R Discovery's website
- Write and dispatch email marketing campaigns
- Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- Communicate with clients, affiliate networks and affiliate partners
- Contribute to social media engagement and brand awareness campaigns
- Use web analytics software to monitor the performance and make recommendations for improvement
- Develop and integrate content marketing strategies
- Keep up to date with current digital trends

### **Requirements:**

- 2+ Years of Experience in Digital Marketing
- Bachelor's degree in English, marketing or business
- Excellent written communication skills for producing high quality content
- Strong verbal communication skills for articulating ideas to colleagues and clients
- Knowledge of analytics tools such as Google Analytics
- Must be able to juggle multiple projects at the same time
- Incredible attention to detail
- Full understanding of all social media platforms
- Problem solving skills



## **Job Location:**

Remote, anywhere in India

## **Remuneration:**

1,000,000 – 1,500,000 per annum

## **About us:**

Cactus Communications is a technology company accelerating scientific advancement. We collaborate with researchers, universities, publishers, academic societies, and life science organizations. We offer AI-powered scholarly publishing solutions for journals and researchers; editorial, translation, education, and training solutions for researchers; strategic and tactical scientific content solutions to global life science organizations; and solutions for science dissemination and engagement with peers, public, and policymakers for wider research outreach. We also incubate seed-stage and early-stage startups that share our mission to solve global problems with science and technology solutions. We have offices in London, Princeton, Singapore, Beijing, Shanghai, Tokyo, Seoul, Aarhus, and Mumbai; a global workforce of over 3,000 experts; and customers from over 190 countries.

## **Know about our Culture:**

The CACTUS culture is the glue that binds us together as we work towards the same shared goal.

*We are “One CACTUS”. You are a Cactizen regardless of where you work.  
We take pride in our diversity, respect each other, and call out bias whenever we see it.  
We focus on outcomes rather than formalities. Everyone is on first-name basis.  
We are selective and hire only those who share our vision and values*

CACTUS has always been driven by its culture. It sets us apart and attracts people who want to maximize their potential at work and in life. It describes our unique work practices in three aspects: People & Life, Performance & Career, and Business & Leadership.

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