

Job Title: Senior Manager / Manager

Position : Senior Manager / Manager

Reports to : Chief Marketing Officer

Department : Marketing

Sub Department: Digital Marketing – Social & Communication

Grade :

Location : Mumbai

Basic Function:

This position is very critical for maintaining the integrity of digital content shared across social/online communications. Currently there is no one to handle it, hence this position has been created & hence quite pivotal.

DUTIES AND RESPONSIBILITIES:

- Work with Housing management to develop and execute digital marketing strategy and programs, consistent with our business and brand objectives through out-of-the-box, high quality, digital marketing programs based on available and future research and best practices. Develop and manage digital marketing campaigns to drive leads for the in-house and outside sales teams.
- Manage the deployment a number of techniques including paid search, content marketing and SEO to drive traffic to the websites.
- Oversee the social media strategy for the company.
- Manage online brand and product campaigns to raise brand awareness.
- Manage usability, design, content and conversion of the company website.
- Evaluate customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital Marketing.
- Track conversion rates and manage improvements to the website.
- Design and write marketing materials.
- Manage or help write web content, guest posts, presentations and other authoritative content to position the company as a leader in the digital marketing space.
- Identify resources needed and assigns individual responsibilities to members of the marketing team.
- Execute marketing plans for introduction of new products.
- Organize and sometimes participates in webinars and seminar events.

ACCOUNTABILITY:

- Digital marketing strategy
- Drive traffic to the websites
- Social media strategy
- Brand awareness

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- Introduction of new products

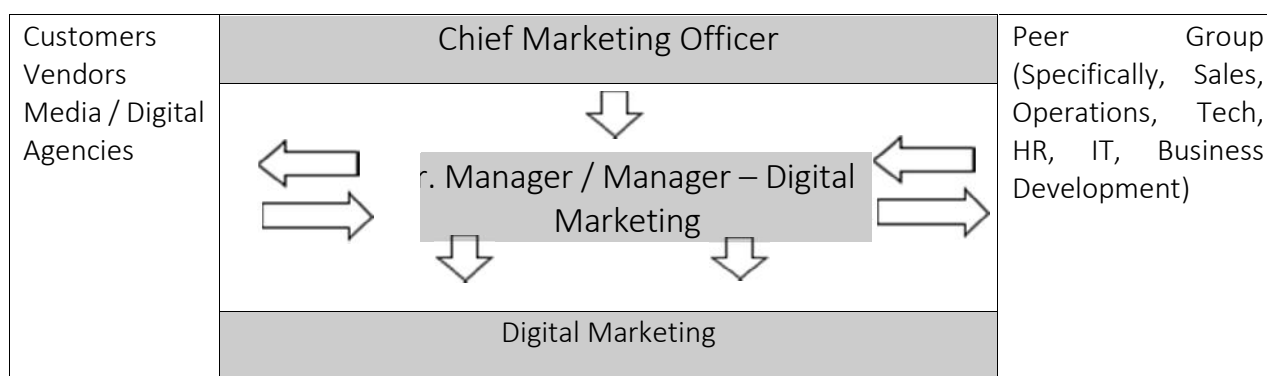
Qualifications : Business undergraduate /graduate degree in Marketing or Marketing Communications

Experience : 5 years or more of digital marketing experience (required)

Skills :

- Strong SEO, PPC and Social Media knowledge (required)
- Strong communication skills, verbal and written (required)
- Must be able to work in a demanding, fast-paced environment
- Ability to effectively manage in a team environment
- Flexible, able to multi-task and keep organized
- Positive upbeat attitude
- Close attention to detail

RELATIONSHIP DIAGRAM



About us:

Housing is a family of young, enthusiastic and positive individuals. We at Housing work smart and party with passion..! From creating something new and letting our thoughts become things, Big things! We are the one stop house to tickle your creativity. Innovation is our business & Optimism is our core. We also happen to be an awesome online platform nurtured with design and simplicity for your all real estate guidance & requirements.

Housing is for everyone and our way of life is to make living better for everyone too. People from across the globe have found their way to this home and we are absorbing and providing the perspective to things that sparks our being by propelling ourselves into the world of new possibilities as we work and play every day.

Housing is the only online real estate portal that bridges every gap in the real estate marketplace. A pioneer in the online real estate domain, it was established in 2012. Its success has helped it grow from strength-to-strength; and, in a span of two years they have set up over 11 offices across India and employing close to 2000 employees.