

Marketing head

Location

Experience level

Employment type

Entry requirements

- Work experience as Head of Marketing or VP Marketing, preferably within our industry
- Experience running successful marketing campaigns
- Solid knowledge of web analytics and Google Adwords
- Experience with CRM software
- Leadership skills with the ability to set and prioritize goals
- Analytical mind
- BSc or MSc in Marketing or relevant field

About Us

ECOVIS RKCA with presence and representation of firms in India having more than 5 decades of presence and offices in Major Indian cities, a global footprint with associates in more than 70+ countries serving clients in Assurance, Tax, legal, commercial, economic, regulatory, management consulting and Wealth planning matters. Serving with core values of Responsibility towards Profession, Knowledge in People, Commitment towards Clients and Accountability towards the society is our key differentiator.

Job role

We're recruiting for a Head of Marketing to manage all of our marketing initiatives, involving social media and digital marketing, along with advertising and creative projects. Formulation of plans to help establish our brand, allocating resources to various projects, and defining short- and long-term department goals are all tasks of the Head of Marketing.

Responsibilities

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Set, monitor and report on team goals
- Design branding, positioning and pricing strategies
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- Analyze consumer behavior and determine customer personas
- Identify opportunities to reach new market segments and expand market share
- Monitor competition (acquisitions, pricing changes and new products and features)
- Coordinate sales and marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives

About Us

Ecovis India

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Careers

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