



# ONLINE ORDER MARKETING EXECUTIVE

## Job Description



### ONLINE ORDER MARKETING EXECUTIVE

Job Title : ONLINE ORDER MARKETING EXECUTIVE (Code- MSRL003)  
Experience: 3 - 5 Years

**Job Description / Responsibilities:**

· Understand business ambition of Mumbai Square Restaurant Limited. · Develop short- and long-term sales and marketing plans according to business plan. · Segment customer based on menu preference, revenue contribution, dine-in or take away experience, order and collection preferences. · Conduct quick market research by developing appropriate online tools e.g. SmartSurvey, SurveyMonkey, Qualtrics and google forms. · Collate survey data, interpret findings, recommend action to bring changes in menu, food packaging and price offering. · Enter partnership by signing agreements with Just Eat, Uber Eats, Zomato, Deliveroo, etc. and other emerging online marketing channels. · Monitor and evaluate all order and performance issues with online platforms such as Just Eat, Uber Eats, Zomato, Deliveroo, etc. Disburse necessary commission or make adjustments as necessary. · Work with SEO and PPC Consultants to ensure organisation website satisfy and comply with search marketing requirements of the establishments. · Liaison with suppliers and their representatives over online channels to ensure all the restaurants supplies and services are available on time and minimum inventory are maintained. · Coordinate with the Website designer to update and upload latest products, prices, latest offers and promotional campaigns; Optimize content for the website and social media platforms. · Ensure an appropriate online order management system with strong adherences to compliance to organizational policies. · Significantly increase Mumbai Square’s sales percentage through website, apps and online channels.

**Educational Qualification:**

NFCR

**Skill Set:**

IT , ONLINE, MARKETING SKILLS

**Skill Level:**

4

**Gender:**

Male

**Job Type:**

Full Time

**Working Hours:**

39 hours weekly

Apply