

## Job Description

POSITION DETAILS			
Functional Designation	Organic Marketing	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The Manager of Organic Marketing is responsible for developing and implementing effective organic marketing strategies to enhance the company's online visibility, brand awareness, and customer engagement. This role aims to drive organic traffic, improve search engine rankings, and establish the company as a trusted and authoritative brand in the financial services sector.</p>			
Principal Accountabilities			
<ol style="list-style-type: none"> <li>1. Developing and executing comprehensive organic marketing strategies, including search engine optimization (SEO), content marketing, and social media engagement, to increase online visibility and brand recognition.</li> <li>2. Conducting in-depth keyword research and analysis to identify relevant and high-impact keywords for content optimization and search engine ranking improvement.</li> <li>3. Creating and optimizing engaging and informative content, including website content, blog posts, articles, and social media posts, to attract and engage target audiences.</li> <li>4. Monitoring and analyzing website performance metrics, including traffic, engagement, and conversion rates, to assess the effectiveness of organic marketing strategies and identify areas for improvement.</li> <li>5. Collaborating with cross-functional teams, including content creators, designers, and developers, to ensure the alignment of organic marketing efforts with overall brand objectives and marketing initiatives.</li> <li>6. Staying updated with the latest trends, algorithms, and best practices in organic marketing, SEO, and digital marketing to implement cutting-edge strategies and maintain a competitive edge in the market.</li> <li>7. Conducting regular competitor analysis and market research to identify opportunities for differentiation and development of unique value propositions in the organic marketing landscape.</li> <li>8. Developing and maintaining strong relationships with industry influencers, bloggers, and relevant online platforms to enhance the company's online presence and brand credibility.</li> <li>9. Utilizing data-driven insights to optimize marketing campaigns, improve user experience, and drive continuous improvements in organic marketing strategies.</li> <li>10. Providing regular reports and updates to senior management on the performance of organic marketing initiatives, highlighting key achievements, challenges, and recommended actions.</li> </ol>			

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### Desired Profile

1. Educational Qualification: A bachelor's degree in marketing, communications, business administration, or a related field is preferred. A master's degree or relevant certifications in digital marketing or SEO can be advantageous.
2. Experience: 5-7 years of experience in organic marketing, digital marketing, or a related field, with a strong emphasis on SEO, content marketing, and social media engagement, preferably in the financial services industry.
3. Analytical Skills: Strong analytical abilities to interpret data, identify trends, and develop effective organic marketing strategies to drive business growth and online visibility.
4. Communication Skills: Excellent communication and interpersonal skills to effectively collaborate with cross-functional teams and external stakeholders, including influencers and industry experts.
5. Creativity: A creative mindset and the ability to develop innovative and engaging content strategies to attract and retain target audiences.
6. Technical Proficiency: Proficiency in SEO tools, content management systems, and digital marketing analytics platforms to effectively monitor and optimize marketing campaigns and strategies.