

## Job Description

POSITION DETAILS			
Functional Designation	Manager-Digital Marketing	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The Manager of Digital Marketing is responsible for developing and executing comprehensive digital marketing strategies to enhance the company's online presence, customer acquisition, and brand engagement. This role aims to drive digital lead generation, improve customer engagement, and establish the company as a prominent and trusted brand in the financial services sector.</p>			
Principal Accountabilities			
<ol style="list-style-type: none"> <li>1. Developing and implementing integrated digital marketing strategies, including search engine marketing (SEM), social media marketing, email marketing, and display advertising, to drive customer acquisition and engagement.</li> <li>2. Managing and optimizing digital advertising campaigns to ensure maximum ROI and lead generation, utilizing platforms such as Google Ads, social media advertising, and other relevant digital advertising channels.</li> <li>3. Analyzing and interpreting digital marketing performance metrics, including website traffic, conversion rates, and customer engagement, to assess the effectiveness of digital marketing strategies and identify areas for improvement.</li> <li>4. Collaborating with internal teams, including creative designers, content creators, and web developers, to ensure the alignment of digital marketing efforts with overall brand objectives and marketing initiatives.</li> <li>5. Staying updated with the latest digital marketing trends, tools, and best practices to implement innovative strategies and maintain a competitive edge in the digital marketing landscape.</li> <li>6. Conducting regular competitor analysis and market research to identify opportunities for differentiation and development of unique value propositions in the digital marketing domain.</li> <li>7. Managing and optimizing the company's online presence and brand reputation through effective social media management, online reputation management, and brand communication strategies.</li> <li>8. Utilizing data-driven insights to optimize marketing campaigns, improve user experience, and drive continuous improvements in digital marketing strategies.</li> <li>9. Developing and maintaining strong relationships with industry influencers, strategic partners, and relevant digital platforms to enhance the company's online visibility and brand credibility.</li> <li>10. Providing regular reports and updates to senior management on the performance of digital 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 can be advantageous.
2. Experience: 5-7 years of experience in digital marketing, with a strong emphasis on SEM, social media marketing, and online advertising, preferably in the financial services industry.
3. Analytical Skills: Strong analytical abilities to interpret data, identify trends, and develop effective digital marketing strategies to drive business growth and customer engagement.
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 digital marketing campaigns to attract and retain target audiences.
6. Technical Proficiency: Proficiency in digital marketing tools, analytics platforms, and advertising management systems to effectively monitor and optimize marketing campaigns and strategies.

Classification | INTERNAL