

Job Description

Role / Position Title	Product Manager – Analytics & Data Management
Reporting Manager	Lead – Product Head

Job Summary –

The role will be responsible for reaching customers through effective channels & drive conversions through effective campaign management under defined budget.

Objective and Scope of the Position –

- Effective campaign management by reaching the right customers through right channel on right time.
- Control marketing costs by efficiently managing the budget.
- To ensure control over campaigns as per communication framework.

Detailed Role & Responsibility of the Position –

- **Data Management** – Developing & maintaining data set of the relevant customers, campaign details & campaign results.
- **Customer Identification** – Identify pool of customers from the universe to be nudged or communicated in defined period.
- **Communication channel identification** – Identify the right channel like SMS, App Notifications, Whatsapp for different types of customers.
- **Communication Channel Mix** -Ensure all channels are effectively used and reach the maximum number of customers.
- **Campaign Design** – Design differentiated campaigns for different customers.
- **Analyze customer behavior** - Understand customer behavior through data analytics and build persona around them to categorize each customer.
- **Analyze effectiveness** of marketing campaigns, understand trends & present insights.
- **Budget Management** – Campaigns to be planned under a defined budget, monitoring to be done tightly.
- **Drive Conversion** – Ensure desired conversion ratios & achieve top line numbers.

Requirements –

A.) Professional Experience:

- 5-8 Years of experience in Campaign Management.

- Data Analytics background is preferred.
- Must be able to handle big data.
- Ability to manage multiple stakeholders.
- The person must be a go getter & able to work in a high paced environment.

B.) Education Background:

- Bachelor's degree in any field.
- SQL would be an added advantage.

Classification | INTERNAL