

## Job Description

POSITION DETAILS			
Functional Designation	Lead-Marketing Content	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	GM/AVP
Location	Corporate Office	Reporting Manager	Head – Digital Marketing
Job Purpose			
<p>This person will be responsible for developing and executing the company's digital content strategy across all channels, including the company website, social media, email marketing, and other digital platforms. The candidate must have a deep understanding of finance and investment-related topics and be able to translate complex financial topics into engaging and informative content for a diverse audience.</p>			
Principal Accountabilities			
<ul style="list-style-type: none"><li>• Develop and execute a comprehensive digital content strategy aligned with the company's business objectives.</li><li>• Create and manage a content calendar that reflects the company's voice, tone, and brand.</li><li>• Ensure all content is high-quality, engaging, and meets the needs of the target audience.</li><li>• Collaborate with stakeholders across the organization to identify content needs and opportunities.</li><li>• Manage a team of content creators and designers, providing guidance, coaching, and professional development opportunities.</li><li>• Optimize content for search engines, ensuring all content follows best practices for on-page optimization.</li><li>• Manage content distribution across various digital channels, including email marketing, social media, and other digital platforms.</li><li>• Measure and analyze the effectiveness of content using web analytics tools and make data-driven decisions to improve content performance.</li><li>• Stay up-to-date with digital marketing trends and technologies and identify new content opportunities to drive business growth.</li><li>• Continuously evaluate and improve the company's content strategy, ensuring it remains relevant and effective in a rapidly changing digital landscape.</li></ul>			
Desired Profile			
<ul style="list-style-type: none"><li>• Work experience – 10 years +</li><li>• Industry – preferably from an content/ SEO agency who has worked on BFSI clients or Content Head from BFSI/ fintech/ E-comm/</li><li>• Key responsibilities include creating content calendars, developing and editing content, managing content distribution across various channels, optimizing content for search engines, measuring and</li></ul>			

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analyzing the effectiveness of content, and continuously improving content based on data and user feedback.

- The ideal candidate should have excellent communication and collaboration skills, be highly creative, and have a strong understanding of digital marketing trends and technologies. Additionally, they should have experience managing a team of content creators and designers, and possess strong project management skills to ensure timely delivery of content