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## Job Description – Digital Marketing Manager

Department : Marketing

Reports to : Director-Marketing

The key overall objective of the Digital Manager is to achieve the company's expectation by creating, managing and implementing Digital marketing Strategy.

### Key Accountabilities:

- Idea generation and creation of collaterals, distributing them in various media and social platforms and measuring its impact and effectiveness.
- Planning and execution of marketing projects and campaigns.
- Assist in the formulation of strategies to build a lasting digital connection with customers.
- Performing activities relating to Search Engine Optimization on a continuous basis
- Creating and executing SMS and E-mail based marketing campaigns
- Executing Social Media efforts and striving to improve the results in terms of KPIs e.g. likes, shares, tweets, etc
- Plan and monitor the ongoing company presence on social media (Facebook, Google, LinkedIn, Youtube, etc.)
- Well acquainted in marketing through Real Estate marketing portals
- Reviewing and actively managing website and other online assets and sources
- Promoting employer's products and/or services in the digital space
- Using and researching the internet and new media to reach new customers, generate leads and retain existing customers
- Analyzing market research and plan promotions, competitions and other various creative marketing techniques based on the research results.
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Collaborate with designers to improve user experience
- Acquire insight in online marketing trends and keep strategies up-to-date
- Develop and maintain the annual strategic marketing plan in conjunction with the Director-Marketing.
- Administrative responsibilities as needed including documentation and reporting.

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**Skills :**

- Proven experience as Digital Marketing Executive or similar role in Real Estate sector.
- Experience of B2B, B2C social media, Google Adwords and email campaigns and SEO/SEM
- Perfect knowledge of web analytics tools & ad serving tools
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- Should be comfortable in writing and communicating effectively about Real Estate & related Sector.
- Tech-savvy and intuitive with great ideas to reinforce our marketing campaign. Attaining certain and specific goals in generating leads, lead qualification, marketing communication, building brand image and conversion of the leads.
- Should be a good Communicator& self-initiator
- Dynamic and ability to demonstrate good Leadership skill.

**Qualification**

- A Graduate/MBA in marketing or relevant field with good command on English & Hindi Language. A higher relevant education and /or experience would be an added advantage

**Experience:**

- Minimum of 5 to 8 years of experience in B-to-B and B-to-C Digital / Online marketing, preferably in Real Estate, Home/Mortgage Loans etc. PG MBA/MBA candidates will be given preference.