

senior digital marketing manager

📍 Bangalore 🏢 Full time 🕒 8-12 yrs

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

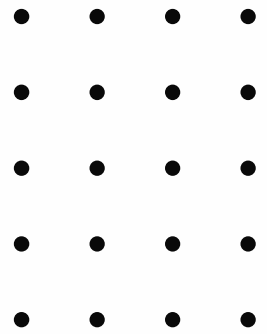


who we are

Betterplace is a technology platform designed to hire, manage, and engage the blue-collar workforce with ease with our all-in-one lifecycle platform. Designed for large enterprises, the platform enables you to manage end to end lifecycle of your blue-collar employees. Device – agnostic. Customizable. Scalable. Uniquely digital.

what we're looking for

- Sr. Digital manager with B2B & B2C.
- SEO, Email & content marketing/promotions skills required.



what you'll do

- Drive the entire gamut of performance digital marketing activities – B2B & B2C
- Should be well-versed with fundamentals of online marketing, setting digital marketing campaigns from scratch in various mediums & channels
- Identify the target audience, work with groups to drive right content, conduct key word research, competitor analysis, ad-copy writing and landing page optimization
- Reporting, dashboard, performance review and optimization of all such campaigns, Excellent analytical skills with an ability to drive meaningful actions from large data sets, Google analytics, SEO checkers and similar tools that aid in analysis and reporting, SEO, Content promotion, SEM, Social performance marketing, email marketing, Campaign Management, Content Management
- Familiarity with CRM tools
- Closely work with brand team to generate and use creative content depending on various and their requirements

what you'll get

- Health Benefits
- Innovation-driven culture
- Smart and fun team to work with
- Friends for life ☺