

BRAND & DIGITAL MARKETING HEAD

Location: Kolkata

Key Responsibilities:

- Developing brand and corporate - visual identity and communication strategy
- Responsible for formulating digital strategies, Social Media Marketing strategies, Planning and Implementation of campaigns and activities for improving all verticals business brand positioning
- Facilitate SEO, SEM to Social Media Marketing by contributing towards optimising user experience and engagement (Including design, content and usability)
- Managing Digital Assets: Oversee the development and maintenance of our digital assets, including websites, social media profiles, and WhatsApp and email communications.
- Plan, implement, and manage digital marketing campaigns across various channels, including email, social media, and search engine marketing (SEM), display advertising, and content marketing.
- Develop campaign strategies, timelines, and budgets to meet marketing objectives and KPIs.
- Manage, collaborate and coordinate with agencies/partners to achieve digital and larger organisation objective
- Create engaging and compelling content for digital channels, including social media posts, blog articles, email newsletters, and website copy.
- Coordinate with graphic designers, copywriters, and other team members to produce high-quality content that resonates with our target audience.
- Manage and grow our presence on social media platforms, including Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- Develop and implement social media campaigns, contests, and promotions to increase engagement, followers, and brand visibility
- Plan and execute email-marketing campaigns to nurture leads, retain customers, and promote products/services.
- Segment email lists, create personalized content, and optimize email deliverability and performance metrics.
- Optimize website content and structure for search engine visibility and ranking.
- Conduct keyword research, analyze website traffic, and implement SEO best practices to improve organic search performance.
- Manage pay-per-click (PPC) advertising campaigns on platforms such as Google Ads and Bing Ads to drive targeted traffic and conversions.
- Monitor, analyze, and report on the performance of digital marketing campaigns using web analytics tools (e.g., Google Analytics, Facebook Insights).
- Track key metrics, such as website traffic, conversion rates, click-through rates, and ROI, and use insights to optimize future campaigns.

- Tracking & evaluating of performance marketing across platforms. - Ensure effective campaign evaluation and planning to attain maximum ROI by coordinating with key/strategic partners

Why Join Us:

- **Impactful Work:** Be part of a team dedicated to making a meaningful difference in society through skill-building and empowerment initiatives.
- **Learning Culture:** Enjoy a supportive and nurturing environment where personal and professional growth are encouraged and valued.
- **Innovation:** Have the freedom to explore creative ideas and innovative approaches to digital marketing in a dynamic and collaborative setting.
- **Global Outreach:** Contribute to projects with both local and international reach, expanding your horizons and making connections across borders.
- **Passionate Community:** Join a community of like-minded individuals who are driven by a shared commitment to social change and making the world a better place.

Qualifications:

- Bachelor's degree in Marketing, Communications, IT or related field.
- Proven experience in digital marketing, with a focus on brand building and social media engagement.
- Strong analytical skills and the ability to interpret data to drive strategic decision-making.
- Excellent communication and collaboration skills, with the ability to work effectively in a team environment.
- Passion for social impact and a genuine desire to contribute to positive change in society.

How To Apply

Interested candidates can share their updated cv at contact@pmspl.net.in mentioning the name of the position in the subject line.