Senior Marketing Manager

Responsibilities
We are seeking a dynamic and experienced Marketing professional to lead our marketing efforts, focusing on driving revenue generation through comprehensive global strategies. The ideal candidate will have a strong background in PPC (Pay-Per-Click) advertising, deep knowledge of digital and offline marketing in the service industry, and a proven track record of successfully scaling marketing initiatives to achieve business objectives.

1.PPC Strategy and Execution:
• Develop and execute robust PPC campaigns across various platforms (Google Ads, Bing Ads, social media, etc.) to drive targeted traffic and conversions.
• Monitor and optimize PPC campaigns to ensure maximum ROI and cost-efficiency.
• Stay updated with industry trends and best practices in PPC advertising.

2. Global Revenue Generation Strategy:
• Formulate and implement strategic marketing plans to drive revenue growth from global markets.
• Identify and capitalize on market opportunities through effective segmentation, targeting, and positioning strategies.
• Collaborate with regional marketing teams to localize global strategies as per market dynamics.

3. Digital Marketing Expertise:
• Lead digital marketing initiatives including SEO, email marketing, content marketing, and social media marketing.
• Utilize data-driven insights to enhance digital marketing campaigns and improve overall performance.
• Implement marketing automation tools and platforms to streamline processes and enhance efficiency.

4. Offline Marketing Strategies:
• Develop integrated offline marketing strategies (events, partnerships, print media, etc.) to complement digital efforts and enhance brand visibility.
• Manage offline campaigns and initiatives to ensure alignment with overall marketing objectives and budget constraints.

5. Team Leadership and Development:
• Build and lead a high-performing marketing team, fostering a culture of innovation, collaboration, and continuous learning.
• Provide mentorship and guidance to team members, promoting professional growth and development.

6. Performance Measurement and Reporting:
• Establish KPIs and metrics to measure the effectiveness of marketing campaigns and initiatives.
• Prepare regular reports and presentations for senior management, showcasing marketing performance, insights, and recommendations for optimization

Note: The responsibilities and requirements outlined above are subject to change and may be modified based on the needs of the organization.

Hiring organization
PulseHRM

Employment Type
Full-time

Job Details
Start Date: Immediately

Reports To: Senior Marketing Manager

Salary Range: As Per Market Standard

Experience Required: 7-12 Years

Job Location
Gurgaon, Haryana

Date posted
July 18, 2024

Valid through
30.07.2023

Qualifications

• Bachelor's degree in Marketing, Business Administration, or related field; MBA preferred.
• Proven experience (7-12 years) as a Marketing Head or similar role in the service industry.
• Strong proficiency in PPC advertising platforms (Google Ads, Bing Ads) with a demonstrated track record of successful campaign management.
• Expertise in developing and executing global marketing strategies that drive revenue growth.
• Deep understanding of digital marketing channels and technologies, including SEO, SEM, social media, and marketing automation.
• Excellent leadership and communication skills, with the ability to inspire and motivate cross-functional teams.
• Analytical mindset with a focus on data-driven decision-making and performance optimization.

To apply, please submit your resume and a cover letter to **hiring@registerkaro.in** highlighting your relevant experience and qualifications with the subject line "**Application for Senior Marketing Manager Job ID 2478**".