**Who We Are**

iii Consulting Pvt. Ltd. is a startup studio founded in 2015 with an aim to spearhead the growth of the Indian startup ecosystem, the three i s that we stand for are Ideate, Incubate and Incorporate. We help organizations to leverage latest technology to help grow their businesses.

**Manager, Digital Marketing**

* **Role :**
	1. Digital Marketing Customer Acquisition: To create sustainable revenue growth to the business by acquiring new customers through Digital Media Buying.
* **Responsibilities :**
	1. Current Campaigns :
		1. Setup / Monitor Search (Paid & Organic), Social (Paid & Organic), Display, Native, Affiliates, Content Marketing, & other channels campaigns regularly, identify ways of optimizing and scaling up the campaigns, review conversions and player quality vis a vis Cost of Acquisition and take timely action to ensure the health of the portfolio
		2. Provide all back end support required for the campaigns, i.e., creative, documentation, payments, information
		3. Build relationships with your counterparts at the campaign properties to ensure advantage over competition in terms of rates and/or scale, information about market conditions and competitor moves
	2. New Channels :
		1. Research competition data and setup new channels in Search, Social, Display, Native, Affiliates, other channels
		2. Research and Explore new channels to identify new sources of traffic
		3. Establish contact, negotiate and close deals for partner managed channels
		4. Manage internal and external stakeholders, where required
		5. Set up, roll out, and test new sources of traffic / campaigns
	3. Creatives:
		1. Detailed Creative & Communication Planning and Creating / managing Digital Assets
	4. Metrics:
		1. Own Digital Marketing Metrics, including CAC, Revenue, ROI
		2. Manage Digital Marketing Analytics flow and assets
		3. Maintain Detailed Reports

Detailed Flow:

* Build, plan and implement the overall digital marketing strategy
* Manage the strategy
* Manage and train the rest of the team
* Stay up to date with latest technology and best practices
* Manage and oversee various digital marketing channels
* Measure ROI and KPIs
* Prepare and manage digital marketing budget
* Oversee all the company's social media accounts
* Suggest activities for improving the quality of online content
* Track and measure SEO and Google Analytics metrics and provide reports
* Build an inbound marketing plan
* Research and forecast future sales and performance trends
* Lead, supervise and motivate members of digital marketing team
* Research competitors and provide suggestions for improvement
* Keep abreast with industry and market trends and best practices

**Required experience**: 2-4 years in Digital Marketing, preferably with Digital Agencies or eCommerce / Digital Brands. Also:

* 2-4 years of experience as a Digital Marketing Manager
* 2-4 years of experience in developing and implementing digital marketing strategies
* Good knowledge of all different digital marketing channels
* Good knowledge and experience with online marketing tools and best practices
* 2-4 years of hands-on experience with SEO, Google Analytics and CRM software
* Familiarity with web design
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Ideally a certified Digital Marketer

**How to Apply**

Send your updated resume to **swathanthra.d@iiiconsulting.in** along with the following details –

* Current Location
* Preferred Location
* Current Compensation
* Expected Compensation
* Notice Period