Kaamfu

https://kaamfu.ai/careers/openings/marketing-supervisor-digital-marketing/

Sr. Marketing Specialist

Hiring organization
Kaamfu

Employment Type
Full-time

Job Location
Remote work from: India

Date posted
December 17, 2024

Position Overview
Prospus Consulting Pvt. Ltd. is seeking an experienced and strategic Senior Marketing Specialist to lead our digital marketing efforts. This is a Level 4-5 role, combining hands-on expertise with supervisory responsibilities. The ideal candidate will have a proven track record in driving digital marketing strategies, optimizing SEO performance, managing ROI-focused campaigns, and enhancing the company's online presence.

Responsibilities

Strategic Leadership

- Develop and execute comprehensive digital marketing strategies to achieve company goals.
- Define and manage marketing budgets, ensuring cost-effective and ROI-driven campaigns.
- Stay updated with industry trends and emerging digital marketing practices to maintain a competitive edge.

Search Engine Optimization (SEO)

- Oversee and improve the company's SEO strategies, including on-page, off-page, and technical SEO.
- Monitor website analytics, traffic trends, and rankings to ensure continuous growth in organic traffic.
- Work with content creators to optimize content for SEO performance and align it with marketing goals.

Performance Marketing & ROI Management

- Design, implement, and monitor performance marketing campaigns across platforms such as Google Ads, Facebook Ads, and LinkedIn.
- Analyze campaign performance metrics and generate actionable insights to optimize conversion rates and reduce acquisition costs.
- Create and manage KPI dashboards to measure campaign ROI and marketing effectiveness.

Team Management

- Supervise and mentor a team of digital marketing specialists and SEO experts.
- Delegate tasks, set performance objectives, and provide constructive feedback to ensure team alignment with organizational goals.
- Foster collaboration between marketing, sales, and product teams for unified efforts.

Data-Driven Insights

- Leverage tools like Google Analytics, SEMrush, Ahrefs, and HubSpot to gather insights and drive marketing decisions.
- Prepare monthly performance reports and recommend data-driven

improvements to stakeholders.

Brand and Content Management

- Ensure consistency in brand voice, messaging, and visuals across all digital channels.
- Collaborate with the content team to produce engaging and SEO-friendly materials, such as blogs, case studies, and social media posts.

Skills and Qualifications

- 8+ years of proven experience in digital marketing.
- Strong expertise in SEO, SEM, content marketing, and performance marketing.
- Experience in marketing SaaS or IT products is highly desirable.
- Demonstrated ability to manage and optimize large-scale campaigns with significant ROI goals.
- Proficiency in digital tools such as Google Analytics, Google Ads, SEMrush, Ahrefs, and CRM platforms like HubSpot.
- Excellent leadership, organizational, and communication skills.
- Analytical mindset with a strong ability to interpret data and generate actionable insights.
- Bachelor’s or Master’s degree in Marketing, Business Administration, or a related field.

Contacts

To apply for this position, please complete the mandatory application form linked below. Only applications that include submission of this form will be considered. We appreciate your understanding and look forward to reviewing your application!

Submit Your Application Here