MARKETING MANAGER

Job Ref. No: #JDMPR1258

2024 - 2025

- **Company Name** : Moris Media Private Limited
- **Designation** : Marketing Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : ₹ 30,000 - ₹ 90,000

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is seeking a dynamic **Marketing Manager** to spearhead the growth and elevate the brand presence of our cutting-edge moCal brand. This is a pivotal role for a strategic thinker with a proven track record in developing and executing successful marketing campaigns aligned with moCal's mission and target audience. If you have a deep understanding of digital marketing, data-driven decision-making, and the ability to inspire your team, this is an exceptional opportunity to make a significant impact.

Primary Responsibilities

- Develop and implement comprehensive marketing strategies for moCal across various channels (digital, social, content, etc.).
- Define and track key performance indicators (KPIs) to measure the success of marketing initiatives.
- Conduct market research to identify trends, competitors, and target audience preferences.
- Manage marketing budgets and allocate resources effectively.
- Collaborate with the content team to ensure a cohesive brand message across all marketing materials.
- Oversee the creation of marketing assets, including website copy, email campaigns, social media content, advertisements, and more.
- Plan and execute marketing events, promotions, and sponsorships that drive brand awareness.
- Build and maintain relationships with industry influencers, partners, and potential customers.
- Lead and mentor a team of marketing specialists, fostering a collaborative and results-driven environment.
- Present regular reports on campaign performance and ROI to senior management.

Required Skills

Strong understanding of marketing fundamentals, including branding, positioning, and campaign development. Excellent analytical skills and the ability to translate data into actionable insights. Experience in digital marketing, including SEO, SEM, social media marketing, and email marketing. Proficient in marketing automation and analytics tools (e.g., Google Analytics, HubSpot, Marketo). Exceptional written and verbal communication skills. Strong project management and organizational skills. Creative problem-solving abilities and a results-oriented mindset. Demonstrated leadership qualities with the ability to motivate and inspire a team. Passion for staying informed about the latest marketing trends and technologies. Familiarity with the moCal industry or a related field (e.g., wellness, technology, lifestyle) is a plus.

Qualifications & Experience

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- 3-5 years of proven experience in marketing, ideally with a focus on brand development or digital channels.
- A portfolio of successful marketing campaigns showcasing your strategic thinking and creativity.

Experience

- Minimum of 3-5 years of experience in a marketing management or related role.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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