

Digital Marketing Manager - (Full Time Role) **Mumbai, India**

ABOUT UNITILE:

Unitile is India's #1 Raised Access Flooring Brand. With over 25 years of experience, Unitile provides successful and efficacious access flooring solutions to the modernized world by comprehensively understanding the workplace environment. With exceptional product quality and an unsurpassed technical support services, Unitile is successfully redefining the structure of today's ever-evolving workspaces with over 15,000+ clients globally.

KEY RESPONSIBILITIES:

- End to end execution of lead generation campaigns across multiple geographies and multiple digital channels.
- End to end execution of brand awareness and thought leadership campaigns
- Provide ongoing communication with sales counterparts on demand generation needs, priorities, and results
- Identify local events and forums for participation; stay abreast of geography & alliance level events that may be held in the region.
- Manage all digital campaigns, from ideation to media planning to optimization and performance analysis
- Drive marketing programs that are highly targeted basis content affinity of relevant segmented audience cohorts
- Manage all efforts and goals on organic and digital paid media: SEO, SEM, Display, Paid Social
- Establish processes for monitoring, measurement, and optimization through institutionalizing performance marketing metrics that correlate to business impact
- Experience in measuring and analyzing online marketing campaigns (Google Analytics)
- Thorough understanding and hands-on experience of Bid Optimizers, RTB, DSPs, Ad Exchanges, DMPs, Audience targeting/segmentation, Web Analytics tools

REQUIRED SKILLS, QUALIFICATION AND EXPERIENCE:

Skills:

- Cost effectiveness attitude
- Confidence in your ability
- Strong communication and people skills
- Presentation and Independent Mindset
- Ability to work in tight deadline pressure
- Ability to communicate clearly
- Strong time management skills.

Qualification and Experience:

- Any Graduate will be considered for this role with certification in digital marketing.
- 5 + years of experience into a similar role
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Up-to-date with the latest trends and best practices in online marketing and measurement

Salary would be in line with the experience

IT'S MUCH MORE THAN WORK HERE AT UNITILE!