

Job Description



Marketing Executive

Location: Mumbai

About us: Established in 2017 in the UK, Percipere is a fast-growing Premier Process Integrator for ERP and Process re-engineering engagements that works with leading clients in Europe, Americas, Middle East and India. We have ambitious growth targets in APAC market, and this role will play a pivotal role in helping achieve these targets.

Percipere is looking for a talented technical content writer to contribute to our vision of our marketing initiatives with compelling content. Your role will involve understanding the complex details of and around the product and services & articulate them in clear, concise and illustrated manner.

You must have decent experience with Enterprise ERP Cloud and SaaS B2B products & associated services & expertise in writing, a comprehensive understanding of the technical products and services, and experience in blogging to achieve business goals.

Marketing Executive Responsibilities:

- Manage UK Market.
- Develop integrated digital media strategies.
- Coordinate with internal stakeholders
- Plan content and delivery and use tools like Hootsuite to manage multiple social media channels
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor and report on performance on social media platforms
- Support marketing campaign planning and execution.
- Assist in the creation of written, video, and image content for marketing channels.
- Assist in the management of website SEO.
- Participate in marketing brainstorming sessions.
- Take part in formal and informal training opportunities.
- Measure and report the results of marketing initiatives.
- Prepare and deliver presentations.
- Coordinate the implementation of digital media plans.
- Create and manage digital campaign budgets.
- Negotiate and purchase digital advertising space.
- Collaborate with internal departments to deliver fully integrated campaigns.
- Track digital campaign performance.
- Analyse campaign metrics, prepare performance reports, and provide recommendations.
- Monitor market trends and identify new digital opportunities.

Marketing Executive Skills:

- Ready to work in UK Time zone
- Applied understanding of basic marketing principles.
- Familiarity with major social media platforms (Facebook, Twitter, YouTube, etc.)
- Creative problem-solving skills.
- Self-starter with ability to work independently.
- Comfortable with multitasking in a deadline-driven environment.
- Understanding of SEO techniques and best practices.
- Basic photography, image and video editing, and graphic design skills.
- Deep knowledge of paid search, display advertising, SEO, and social media advertising.

- Analytical thinking and problem-solving abilities.
- Experience with campaign management and ad serving technology, including Google Analytics.

Good to have:

- Good communication
- At least two years of digital marketing experience.
- Good writing skills for customer profiling
- Strong self-motivation.
- Ability to work alone or as part of a team.
- Ability to remain calm in fast-paced environments.
- Superb interpersonal skills.

Qualification:

Graduates in Business Management / Diploma in Marketing.

Web: www.percipere.co

Email: careers@percipere.co



percipere