

Job Description



Senior Marketing Executive/Assistant Manager

Location: Mumbai/Pune

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, and this role will play a pivotal role in helping achieve these targets.

Responsibilities:

- ✓ Assist in developing the marketing strategy, campaign, and media plans to promote the company, its services, and products to drive qualified traffic and leads
- ✓ Deploy successful marketing campaigns and own their implementation from ideation to execution
- ✓ Execute a range of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management (offline and online), PR, social media, lead generation campaigns, copywriting, and performance analysis
- ✓ Collaborate with content writer / content agency to produce valuable and engaging content for our website and blog that attracts and converts our target groups
- ✓ Build strategic relationships and partner with key industry players, agencies, and vendors
- ✓ Build strong working dynamic with external agencies as well as internal resources on board.
- ✓ Monitor the marketing budget on a quarterly / annual basis and reporting to senior managers.
- ✓ Administrative work and liaise with OEMs for joint marketing activities and executions
- ✓ Oversee and cocreate marketing material, from website banners, campaign creatives, campaign copy, brochures, presentations, scripts, videos, etc required for successful implementation of marketing campaigns
- ✓ Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- ✓ Analyse customer behaviour, industry dynamics and adjust campaign communication, media plan and media budgets accordingly to generate desirable outcome.
- ✓ Analyse and report on competitive strategies and tactics around Marketing

Requirements & Skills:

- ✓ Applied understanding of marketing communications principles
- ✓ Proven experience in identifying target audiences and in creatively devising strategies of acquiring qualified leads through paid/organic marketing initiatives across different channels.
- ✓ Solid knowledge of various tools utilized in digital marketing like Google analytics, AdWords, LinkedIn campaign manager, Facebook Ads manager, MailChimp etc.
- ✓ Comfortable working with numbers
- ✓ Basic-Intermediate skills in Microsoft excel, PowerPoint and other office tools.
- ✓ Strong eye for quality content, copy and creative design.
- ✓ Creative problem-solving skills.
- ✓ Self-starter with ability to work independently.
- ✓ Comfortable with multitasking in a deadline-driven environment

Good to Have:

- ✓ Good communications skills
- ✓ Good content and copy writing skills
- ✓ Good interpersonal skills
- ✓ Strong self-motivation.
- ✓ Ability to work alone or as part of a team.
- ✓ Ability to remain calm in fast-paced environments.
- ✓ Basic photography, image and video editing, and graphic design skills.

Qualification:

- ✓ Graduates in Business Management / Diploma in Marketing.

Experience:

- ✓ 3-5 Years in either a mid-sized Digital Marketing Agency or a Marketing focused enterprise.

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