



Job Details

Designation	:	Digital Marketing Manager
Location	:	Jasola District Center, New Delhi
Company Websites	:	www.tlcgroup.com , www.hotelmemberships.com
Experience	:	Minimum 5 years

Key Responsibilities:

1. Create and execute innovative online and offline media & marketing campaigns.
2. Growth and optimization of different branding/transactional campaigns on Facebook. Ensuring placement to the right target audience on the right platform at the right time with relevant content.
3. Plan and allocate monthly/annual budgets to different marketing channels and campaigns.
4. Optimize different campaigns based on ROI, Conv%, CPA and CPTs across platforms and channels.
5. Manage monthly and annual goals for revenue growth via paid channels.
6. Analyse and publish timely reports on performance, marketing spends, traffic, CTRs, conversion rates and ROI.
7. Work on blogs and organic content creation for on page SEO.
8. Drive a high energy team of 6 people managing content, creative, social media executive and tech.
9. Hands on experience in creating and managing various campaigns on GDN, GSN, FB and similar platforms. Facebook & Google Marketing.

Education and Experience:

1. Experience in all aspects of developing and maintaining marketing strategies.
2. Experience in planning and developing go-to-market strategies.
3. Basic web development and digital design skills. (HTML, Wordpress etc).
4. Experience in handling Email Marketing.
5. Experience in Marketing and Promoting Apps through Digital Marketing.
6. Relevant Experience in communication.
7. Google AdWords certification and Google Analytics certification.
8. Working knowledge of campaign optimization techniques.

Required Skill Set:

1. Should be extremely confident, presentable with strong communication and presentation skills in English.
2. Good at organization and planning work flow.