

Assistant Manager - Corporate Communication & Digital Marketing

Purpose of the Role

Position Title	Assistant Manager – Digital Marketing & Corporate Communication Job Band – AM
Location	Mumbai A Wing, 1 st Floor, Industrial Assurance Building, Veer Nariman Road, Churchgate 400 020
Scope of work	<ul style="list-style-type: none"> • Working on all core marketing disciplines including web-based content, content marketing, copywriting, print, multi-media, digital, social media, direct marketing, promotional marketing, project and supplier management and marketing planning to deliver engaging campaigns. • Copywriting, Design and Production of flyers, posters, direct mailers, and online materials such as Brochures, presentations, emails, infographics, videos and newsletters. • Ensuring distribution of internal and external Marketing materials and communications. • Representing the marketing team at promotional events. • Execute PR campaigns in co-ordination with the PR Agency. • The maintenance and upkeep of websites to enhance the user experience. • Strategizing and executing Lead Generation Digital Marketing campaigns on both push and pull channels • Assess Campaign performance using web analytics tools and CRM. • Onboard vendors and implement the Martech stack in the Company. • Ensure that automation journeys are functioning correctly and escalate issues to the relevant stakeholder. • Perform quality checks on campaign content, links, tracking parameters and sending configurations. • Prepare daily, weekly, and monthly MIS reports covering leads, conversions, drop-offs, funnel health and campaign performance metrics. • Liaise with PFRDA (the Regulator), NPS Trust Authorities and Association of NPS Intermediaries and various POPs. • Any other job given time to time

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Tenure	Permanent
Position Reports to	AGM – Sales & Marketing

Profile	MUST	Preferred
Age profile (years)	25-to-40	
Gender Preference	Equal opportunity;	
Language	Read, Write, Speak in English, Marathi and Hindi	
Qualification profile		
Post-Graduation	(*) MBA – (Marketing) or similar. Graduation in Visual Communication will be preferred.	
Profile of prior experience (years)		
Overall	Min 5 years	
Relevant experience definition	<ul style="list-style-type: none"> • Minimum 2 years' experience in a similar role in a Corporate or Advertising Agency. • Fluent level of English, both spoken and written. • A hands-on attitude and a can-do nature. • Knowledge on commerce and about economy. • Project and Campaign management experience. 	
Relevant prior Role experiences profile (years)	Min 3 years	
Compensation payable	Annual fixed compensation is Rs 12.40 Lakhs. Along with Variable pay based on yearly appraisal which is applicable only after successful completion of probation period.	

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Functional & Behavioural Competencies

- Excellent analytical, numerical, verbal, written communication, presentation and interpersonal skills.
- Must have knowledge of marketing automation.
- Must have experience in media buying.
- Must have executed Performance Marketing campaigns on platforms such as Google Ads, Meta, LinkedIn, etc.
- Experience within a similar role.
- Strategic thinking abilities and problem-solving skills.
- A calm demeanour, the ability to work well under pressure and meet deadlines.
- The adaptability to embrace change, new ideas and processes.
- Must be able to use software packages including Office 365, Excel, Word, PowerPoint, Tools, Analytics and other Visual Communication software.