

# Job Description

## Digital Marketing Manager

The ideal candidate will be responsible for creating and executing our branding & marketing strategy for a group of brands under eBikeGo. You will lead our marketing campaigns (digital, performance as well as offline), evaluate our marketing performance metrics, and collaborate with internal teams.

This is a digital-first role where you would be responsible to grow the brand with your expertise in performance marketing (Facebook, Instagram, Twitter, LinkedIn, Google Ads. Skilled in SEM, SMO, SMM, PPC, AdWords) and social media marketing strategy

### Responsibilities :

- Build, plan and implement the overall 360 marketing strategy for a house of brands (eBikeGo) as well as various EV brands beneath it.
- Manage all 360 marketing channels, and measure ROI and KPIs. Prepare and manage performance and digital marketing budget
- Oversee all the company's social media accounts, manage and improve online content, Google Analytics
- Should be able to work with Web designers, Graphic Designers, and Content Writers to achieve overall marketing goals. will be involved in Digital Strategy for Lead Generation and Visibility Campaigns should understand sales funnel and generate lead

### Background :

- Good understanding of Digital marketing- paid and organic, experience in SEO and SEM and have handled individual budgets in the past
- Creating/Managing Paid campaigns on Google ads, Facebook, Linked In, and other social media networks. Plan, execute and measure experiments and conversion tests, Generate reports & analyzing account performance
- Conceptualize and implement various initiatives to enhance the branding and visibility of the organization and ensure consistency of the message. Asset for communication (creatives, videos, ads)

### Qualification:

- **MBA – Marketing**
- **Min 5 Yrs of relevant experience**