

### Job Description

1. Plan and execute all search engine campaigns, social media campaigns, display advertising campaigns, marketing database and email marketing
2. Spearhead the continuous up gradation of corporate website along with micro sites and landing pages for each Baya project
3. Work with the agencies to get content, creatives and copy for the digital media plans
4. Design, build and maintain our social media presence
5. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
6. Identify trends and insights, and optimize spend and performance based on the insights
7. Brainstorm new and creative growth strategies
8. Plan, execute, and measure experiments and conversion tests
9. Collaborate with site sales teams to create landing pages and optimize user experience
10. Collaborate with agencies and other vendor partners from time to time.
11. Evaluate emerging technologies. Provide perspective for adoption where appropriate
12. Manage the CRM, Website CMS, Mobile App CMS, Blog CMS to ensure content is delivered across all digital properties



### Requirements

1. Approx 2 – 4 years proven working experience in digital marketing
2. Great communication skills - fluent in English (Marathi would be a bonus)
3. Basic knowledge of the real estate industry
4. Excellent active listening skills
5. Relevant bachelors or post graduate degree
6. Should have in-depth knowledge of Google Adwords, Google Analytics, Facebook Business, Facebook Ad Manager
7. Ability to quickly learn new platforms - Zoho CRM, Zoho Campaigns, Wordpress, Hootsuite, Hubspot and other similar web apps
8. Understanding of HTML, CSS & PHP would be a bonus but is not mandatory

