



<https://jobfever.govhelp.in/job/content-marketing-manager-post-flipkart-recruitment-2023-in-kolkata-bowbazar/>

## Content Marketing Manager Post – Flipkart Recruitment 2023 In Kolkata, Bowbazar

**Hiring organization**  
Flipkart

### Job Location

Bowbazar, 700012, Kolkata, West Bengal, India

**Date posted**  
May 31, 2023

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**Valid through**  
31.12.2023

### Base Salary

USD 12,000 - USD 18,000

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### Qualifications

12th Pass / Graduate

### Employment Type

Full-time

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### Description

#### Flipkart Recruitment 2023

Job Title: Content Marketing Manager

Company: Flipkart Recruitment

Location: Kolkata, Bowbazar

Job Summary: Flipkart Recruitment is seeking an experienced and creative Content Marketing Manager to join our team in Kolkata, Bowbazar. As a Content Marketing Manager, you will be responsible for developing and implementing content marketing strategies to drive brand awareness, engage the target audience, and achieve marketing objectives.

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#### Flipkart Jobs Near Me

#### Responsibilities:

1. Content Strategy: Develop and execute a comprehensive content marketing strategy aligned with the company's goals and target audience. Identify key themes, topics, and formats to create engaging and relevant content.
2. Content Creation: Create high-quality and engaging content across various channels, including blogs, articles, social media, website copy, and email campaigns. Ensure content is aligned with brand guidelines, SEO best practices, and audience preferences.

3. Editorial Calendar: Manage and maintain an editorial calendar to plan and organize content creation and distribution. Coordinate with internal stakeholders, subject matter experts, and external content creators to ensure timely and consistent content delivery.
4. Audience Engagement: Implement strategies to drive audience engagement, including social media campaigns, interactive content, contests, and user-generated content initiatives. Monitor and respond to audience feedback, comments, and inquiries.
5. SEO Optimization: Collaborate with the SEO team to optimize content for search engines and improve organic visibility. Conduct keyword research, implement on-page optimization techniques, and track content performance using relevant analytics tools.
6. Content Distribution: Develop and execute a content distribution plan to maximize reach and engagement. Leverage various channels such as social media, email marketing, influencers, partnerships, and content syndication platforms.
7. Performance Analysis: Track and analyze content performance metrics, including website traffic, engagement, conversion rates, and social media metrics. Generate reports and insights to measure the effectiveness of content marketing efforts.
8. Team Management: Led and manage a team of content creators, editors, and freelancers. Provide guidance, feedback, and support to ensure high-quality and consistent content production.
9. Industry Research: Stay updated on industry trends, competitor activities, and emerging content marketing techniques. Incorporate innovative ideas and best practices into the content strategy to maintain a competitive edge.
10. Collaboration and Coordination: Collaborate with cross-functional teams, including marketing, design, product, and analytics, to ensure the content aligns with overall marketing initiatives. Coordinate with external agencies and partners for content collaboration and amplification.

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#### Flipkart Careers

#### Requirements:

- Strong understanding of content marketing principles, best practices, and emerging trends.
- Excellent written and verbal communication skills with a creative and persuasive writing style.
- Proficiency in SEO and content management systems.
- Familiarity with content analytics tools and data-driven decision-making.
- Demonstrated experience in managing and leading a team.
- Strong project management and organizational skills with the ability to meet deadlines.
- Creative mindset with a passion for storytelling and engaging the audience.
- Ability to work in a fast-paced and dynamic environment.

Important Links Knowledge of the e-commerce industry is a plus.

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