



<https://jobfever.govhelp.in/job/content-marketing-manager-swiggy-recruitment-2023-in-mumbai-bangur-nagar/>

## Content Marketing Manager – Swiggy Recruitment 2023 In Mumbai, Bangur Nagar

**Hiring organization**  
Swiggy

### Job Location

Bangur Nagar, 400090, Mumbai, Maharashtra, India

**Date posted**  
June 1, 2023

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**Valid through**  
31.12.2023

### Base Salary

USD 11,000 - USD 15,000

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### Qualifications

12th/Graduate

### Employment Type

Full-time

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### Description

#### Swiggy Recruitment 2023

Job Title: Content Marketing Manager

Company: Swiggy

Location: Mumbai, Bangur Nagar

Job Summary: Swiggy is looking for a talented and experienced Content Marketing Manager to join our team in Mumbai, Bangur Nagar. As a Content Marketing Manager, you will be responsible for developing and executing content strategies that drive brand awareness, engage our target audience, and support our marketing objectives. You will collaborate with cross-functional teams, manage content creation and distribution, and measure the effectiveness of content campaigns. Your creative thinking, strategic mindset, and strong communication skills will contribute to the success of our marketing efforts.

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#### Swiggy Jobs Near Me

#### Responsibilities:

1. Content Strategy: Develop and implement content strategies aligned with Swiggy's brand voice, target audience, and marketing goals. Identify key themes, topics, and formats to engage and attract our audience.
2. Content Creation: Collaborate with internal teams, including marketing,

design, and product, to create compelling and high-quality content. This includes website copy, blog articles, social media posts, email newsletters, videos, and other relevant formats.

3. Channel Management: Manage the distribution and promotion of content across various channels, including our website, blog, social media platforms, email marketing, and third-party platforms. Optimize content for each channel to maximize reach and engagement.
4. SEO Optimization: Ensure that content is optimized for search engines to improve organic visibility and drive traffic. Conduct keyword research, optimize meta tags, and implement on-page SEO best practices.
5. Content Calendar: Develop and maintain a content calendar to ensure consistent and timely content delivery. Coordinate with internal stakeholders to align content creation with marketing campaigns and business priorities.
6. Content Performance Analysis: Monitor and analyze the performance of content campaigns using analytics tools and metrics. Measure key performance indicators (KPIs) such as engagement, conversions, and brand visibility. Use insights to refine content strategies and drive continuous improvement.
7. Influencer Partnerships: Identify and collaborate with relevant influencers and industry experts to amplify the reach and impact of our content. Build and nurture relationships with influencers to support content promotion and brand advocacy.
8. Content Governance: Establish content governance processes, including content review and approval workflows, to ensure consistency, accuracy, and compliance with brand guidelines. Maintain a centralized repository of approved content assets.
9. Market Research: Stay updated on industry trends, competitor activities, and customer preferences to inform content strategy and identify new opportunities. Conduct market research and audience analysis to tailor content to specific segments.
10. Team Management: Manage a team of content creators, writers, and freelancers. Provide guidance, feedback, and support to ensure high-quality and on-time delivery of content.

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#### Swiggy Careers

#### Requirements:

- Bachelor's degree in marketing, communications, journalism, or a related field. A master's degree is a plus.
- Proven work experience as a Content Marketing Manager or similar role.
- Excellent written and verbal communication skills in English.
- Strong creative thinking and storytelling abilities.
- Proficiency in content management systems (CMS) and social media platforms.
- Knowledge of SEO best practices and content optimization techniques.
- Familiarity with content analytics tools and data-driven decision making.
- Experience in managing content calendars and coordinating with cross-functional teams.
- Strong project management and organizational skills.
- Ability to multitask and prioritize in a fast-paced environment.
- Knowledge of the food and beverage industry or e-commerce is a plus.
- Experience with influencer marketing and partnerships is a plus.

Important Links

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