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Sr. Marketing Associate Post – Swiggy Recruitment 2023 In Mumbai, Chamarbaug

Hiring organization
Swiggy

Job Location

Chamarbaug, 400012, Mumbai, Maharashtra, India

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Base Salary

USD 10,200 - USD 15,000

Qualifications

12th/Graduate

Employment Type

Full-time

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Description

Swiggy Recruitment 2023

Job Title: Senior Marketing Associate

Company: Swiggy Recruitment

Location: Mumbai, Chamarbaug

Job Summary: Swiggy Recruitment is seeking a highly motivated and experienced Senior Marketing Associate to join our team in Mumbai, Chamarbaug. As a Senior Marketing Associate, you will be responsible for planning and executing marketing campaigns, analyzing market trends, and driving brand awareness to achieve business objectives.

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Responsibilities:

1. Marketing Strategy: Develop and implement marketing strategies to promote Swiggy's services and products, increase customer acquisition, and enhance brand visibility.
2. Campaign Planning and Execution: Plan, coordinate, and execute integrated marketing campaigns across various channels, including digital, social media, print, and events. Ensure campaigns are aligned with brand guidelines and business objectives.

Date posted

May 31, 2023

Valid through

31.12.2023

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3. **Market Research:** Conduct market research and analysis to identify consumer trends, competitor activities, and opportunities for growth. Use market insights to inform marketing strategies and tactics.
4. **Brand Management:** Maintain brand consistency and integrity across all marketing materials and touchpoints. Ensure adherence to brand guidelines and messaging.
5. **Content Creation:** Develop engaging and persuasive marketing content, including website copy, social media posts, email campaigns, and advertising materials. Collaborate with designers and copywriters to create impactful marketing assets.
6. **Performance Tracking:** Monitor and analyze the performance of marketing campaigns, using key metrics and analytics tools. Identify areas for improvement and implement optimization strategies.
7. **Collaborative Efforts:** Work closely with cross-functional teams, including sales, product, and design, to align marketing initiatives with overall business objectives. Collaborate on product launches, promotions, and other marketing initiatives.
8. **Stakeholder Management:** Build and maintain strong relationships with internal stakeholders, external partners, and vendors to ensure the successful execution of marketing activities.
9. **Budget Management:** Assist in the development and management of marketing budgets. Track expenses, evaluate ROI, and optimize spending to maximize results.
10. **Industry Awareness:** Stay updated on industry trends, emerging technologies, and best practices in marketing. Apply industry knowledge to drive innovation and continuous improvement in marketing strategies.

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Swiggy Careers

Requirements:

- Proven track record in planning and executing successful marketing campaigns.
- Strong knowledge of digital marketing channels, social media platforms, and content marketing.
- Familiarity with market research methodologies and data analysis techniques.
- Excellent written and verbal communication skills.
- Creative thinking and problem-solving abilities.
- Strong organizational and project management skills.
- Proficiency in using marketing analytics tools and platforms.
- Ability to work effectively in a fast-paced and dynamic environment.

Important Links

Team player with strong interpersonal skills
 Find the Link in [Apply Now](#) Button

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