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Swiggy Hiring In Jobs – Job Application – Customer Marketing Manager In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
March 4, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 24

APPLY NOW

Qualifications

12th Pass/Graduate

Employment Type

Full-time

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Description

Swiggy Hiring In Jobs

Swiggy, India's leading on-demand delivery platform, is searching for a talented and passionate Customer Marketing Manager to join our growing team. In this role, you will play a key role in developing and implementing strategic marketing initiatives that foster strong relationships with our valued customers. You will be responsible for creating compelling content, driving brand advocacy, and ultimately, increasing customer lifetime value.

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Responsibilities:

- Develop and execute customer marketing campaigns across various channels, including email, social media, and in-app marketing.
- Craft engaging and informative content that resonates with different customer segments.
- Manage and analyze customer data to gain insights into customer behavior and preferences.
- Measure the success of marketing campaigns and report on key performance indicators (KPIs).
- Identify and build relationships with key customer influencers.

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Swiggy Careers

Skills:

- Strong understanding of marketing principles and best practices.
- Excellent communication and writing skills, with the ability to create clear, concise, and engaging content.
- Proven experience in developing and executing marketing campaigns across various channels.
- Experience with customer relationship management (CRM) tools and marketing automation platforms.
- Strong analytical skills and the ability to interpret and draw insights from data.
- Passion for understanding customer needs and creating solutions that meet their expectations.

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