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Swiggy Hiring In Jobs – Job Vacancy – Content Marketing Manager In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted

February 17, 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

At Swiggy, we're not just delivering food, we're delivering happiness. We're revolutionizing the way people eat, and we're looking for a talented content strategist to help us tell our story. You'll be responsible for creating and executing a content marketing strategy that resonates with our diverse audience, drives brand awareness, and fuels user engagement across all our channels.

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Swiggy Jobs Near Me

Responsibilities:

- **Content Creation:** Develop and execute a content calendar that includes blog posts, social media content, email campaigns, and other engaging formats.
- **Channel Management:** Oversee the performance of our content across various channels, including social media, email, and the Swiggy blog.
- **Data-Driven Decisions:** Analyze content performance metrics and use insights to optimize strategies and improve engagement.
- **Brand Storytelling:** Craft compelling narratives that capture the essence of Swiggy's brand and resonate with our target audience.
- **Collaboration:** Work closely with cross-functional teams like marketing, design, and product to ensure content aligns with overall business goals.

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Swiggy Careers

Skills & Qualifications:

- 3+ years of experience in content marketing or a related field.
- Proven track record of creating engaging and effective content across various formats.
- Strong understanding of SEO and content marketing best practices.
- Excellent writing and editing skills, with a knack for storytelling.
- Data-driven approach and ability to analyze content performance metrics.
- Passion for the food and tech industries, and a deep understanding of Swiggy's brand.

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