



Walk-In Interviews

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Senior Marketing & Communication Manager

Location: Pune

Experience 5-6 years of experience	Work Level Experience	Employee Type Full Time	Positions 1(One)
Qualifications: Graduation in BSC/BSA/IT/ CS/BA-English/ plus MBA in Marketing.			

What are we looking for?

- We are looking to hire a Senior Marketing & Communication Manager who will be responsible to oversee many aspects of a campaign throughout the entire lifespan of a product, service or idea. Will require conducting research and analyzing data to identify and define audiences.

Mandatory Skill-Sets:

- Know campaign management, measurement, optimization, and reporting.
- Proven experience in paid social media running campaigns across multiple devices, audience segmentation, analytics, reporting, and testing.
- Proficiency with all major paid social media channels and has experience in leading paid social media in the B2B space is a plus.
- Highly organized and very detail-driven. Proven record in successfully handling multiple projects at a given time.
- Hands on experience collaborating with Marketing Analytics, Product Marketers, and Creative development teams.
- Should have knowledge of tracking (UTM creations & DCM click trackers) and tagging.
- Co-ordinate with team to implement full-funnel user acquisition strategies.
- Should know CRM / Database Management system.
- Understand the BPO ecosystem – Current clients, services we offer, new services to offer, Geographies to target, Market segments, take new initiatives on marketing.
- Good at market research.
- Should know content writing – mailers, website content, PPT's, and brochures.
- Achieve Monthly / Quarterly / Yearly Marketing Targets.
- A dedication & love for the work and team and a desire to make the team better in all aspects.



Role and Responsibility:

- Demonstrate strong analytical skills in manipulating data sets (e.g. creating pivot tables / V LOOKUP / handling budget/performance).
- Responsible for creating and supervising the performance of our paid social campaigns, constantly optimizing the efficiency and scale of our campaigns.
- Analyze large data sets and generate thoughtfully impact reports and provide recommendations for expansion and efficiency.
- Inform, launch, and measure all paid social media experiments (e.g. incrementally, bid testing, creative testing, etc.).
- Dive deep into reporting which includes but not limited to bids, device, audience segments, GEO and demo targets, and creative, etc.
- Work closely with the broader Paid Performance Marketing.
- Working closely with BPO Head towards marketing strategies and setup the marketing team.
- Work closely with digital marketing team – initiate campaigns, webinars, events etc.
- Managing Lead Generation team and Tele-Caller team.
- Set KRAs, Performance management, Reports.
- Coordinate with Amrut Principals and run Quarterly Webinars / Physical Events.
- Analyze large data sets and generate thoughtfully impact reports and provide recommendations for expansion and efficiency.
- Take resource requirement for setting up marketing department.
- On boarding Marketing Team.
- Managing Amrut Software Website / Technical Content.
- Defining & Executing Amrut Software Marketing Strategy.
- Responsible for Domestic and International Marketing.

Technical Skills:

- Advance MS Excel / MS-Office, knowledge and hands-on experience are a must.
- Should be Excellent in E-mail communication and Presentation.
- Would be great to have someone with CRM tool experience.

Behavioural Skills:

- Resolve and communicate issues of projects and explore alternate designs.
- Participates as a team member and fosters teamwork by inter-group coordination within the modules of the project.
- Effectively collaborates and communicates with the stakeholders and ensure client satisfaction.

Interested candidates, please visit to [Walk-In section](#) on Amrutsoftware.com the and submit your application



Amrut Software Private Limited, Mumbai

Kamalini Building, Next to Hotel Grand Central, Central Avenue Road, Chembur East Mumbai 400 071 Maharashtra. India