



PR/109746 | Marketing Manager

Job Information

Recruiter

JAC Recruitment India

Job ID

1560919

Industry

Other

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

October 7th, 2025 11:35

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Title: Marketing Manager

Location: Mumbai, India

Experience: 5 years

Responsibilities:

- Content Development: Create and develop content aligned with business goals, target audience and regular content calendars.
- Social Media Management: Develop and upload social media content across all company platforms in a timely manner.
- Manage and grow the company's social media presence on platforms like Facebook, LinkedIn, Instagram, and others.
- Direct Marketing activation via Email and WhatsApp :. Develop and execute email and WhatsApp marketing campaigns, including list segmentation, content creation, and performance tracking.
- Website Management: Develop content for the company's website, update content and track traffic.
- Collaborate in a timely manner with different marketing teams to ensure localisation and translation of content and marketing activities.
- Stay Updated: Stay current with industry trends, emerging technologies, and best practices in digital marketing. Recommend and implement innovative strategies and tools.
- Audience Targeting: Have a deep understanding of how to communicate value to Medix' target audience.
- Project Management: Manage multifaceted projects and keep various work streams on track.

- Results Tracking: Track, measure, and communicate marketing results, continually optimise for efficiency and scale to meet marketing KPIs
- Analytics and Reporting: Monitor and analyze performance metrics using tools like Google Analytics, website performance, social media profiles. Provide regular reports and insights to improve activities.

Skills required:

Highly fluent in English - both spoken & written

Bachelor's degree in marketing, Business, or a related field (master's degree preferred).

Minimum 5 years of proven experience in Content Management & Digital Marketing.

Strong understanding of social media and various content forms.

Proficiency in Google Analytics, Google Ads, SEO tools, LinkedIn and marketing automation software is a plus.

Excellent analytical and problem-solving skills.

Attention to detail, and an ability to deliver on time all the time.

Experience in Healthcare and / or private health insurance or employee benefits sector is a strong plus.

Ability to work in a fast paced, results driven environment. • Excellent verbal, presentation, and written communication skills.

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Company Description