



## PR/110083 | Marketing Lead (digital marketing)

### Job Information

**Recruiter**

JAC Recruitment India

**Job ID**

1578117

**Industry**

IT Consulting

**Job Type**

Permanent Full-time

**Location**

India

**Salary**

Negotiable, based on experience

**Refreshed**

March 16th, 2026 06:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

**Company Overview:** One of the organizations in India based out of Ahmedabad working majorly for US clients.

**Job Overview:** As Marketing Lead, the individual will manage social media, content creation, influencer partnerships, email campaigns, and overall brand growth strategy. Will help translate everyday moments into compelling stories, visuals, and campaigns that attract customers, influencers, and partners.

**Job Responsibilities:**

- Brand & Content:

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Build and manage our marketing calendar across seasons, events, and product launches.

- Lead content creation for social media, email, website, and storytelling.
- Maintain brand voice, visuals, and identity across all channels.

- Capture or coordinate photos, videos, short-form content, and behind-the-scenes moments.

- Social Media & Digital Marketing:
  - Manage Instagram, TikTok, Facebook, and other channels with a focus on growth and engagement.
  - Track metrics and provide simple, clear insights on what's working and what to improve.
  - Build and optimize email marketing flows for product sales and event announcements.
- Influencer & Community Marketing:
  - Build relationships with influencers, creators, local businesses, and community groups.
  - Manage influencer outreach, sample shipments, collaboration campaigns, and our influencer affiliate program.
  - Support marketing for farmers markets, retail partners, and online store promotions.
- Events & Farm Support:
  - Coordinate marketing needs for U-Pick weekends and special events.
  - Support signage, print materials, banners, and on-site activations.
  - Help improve customer experience across digital and physical touchpoints.

#### **Job Requirements:**

- 2–7 years of experience in digital marketing, social media, content, or brand management (preferred).
- Experience creating or coordinating short-form video content (preferred).
- Familiarity with Canva, Adobe tools, or video editing apps (preferred).
- Experience with Shopify or other e-commerce platforms (preferred).
- Familiarity with AI tools such as ChatGPT, Gemini 3, Midjourney, or other generative tools for content creation, research, and workflow efficiency.
- Strong understanding of social media platforms and trends

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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#### Company Description