



## PR/109746 | Marketing Manager

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメントインド

#### 求人ID

1560919

#### 業種

その他

#### 雇用形態

正社員

#### 勤務地

インド

#### 給与

経験考慮の上、応相談

#### 更新日

2025年10月07日 11:35

### 応募必要条件

#### キャリアレベル

中途経験者レベル

#### 英語レベル

無し

#### 日本語レベル

無し

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

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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