



PR/110083 | Marketing Lead (digital marketing)

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

1578117

業種

ITコンサルティング

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

2026年03月16日 06:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

流暢

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

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:

-

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.

Privacy Policy Link: <https://www.jac-recruitment.in/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.in/terms-of-use>

会社説明