

Marketing Manager

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Company: Arqonz.com, IIT Research Park

Location: tamil nadu

Category: other-general

Responsibilities :

Setting the branding and marketing goals with the founders

Building the content and social media strategy for the company based on the branding and marketing goals

Managing and scaling online presence of Pushstart and PS Product on the web and social media platforms(Instagram, LinkedIn, and FB ecosystem)

Creating content for scaling the brand of relevant team members across social media platforms

Creating video content, hosting online events, and collaborating with relevant players to scale brand presence

Building and scaling the marketing and content team

Requirements:

Prior experience in the following things is MUST:

At least 2 years of experience in SEO, Blogging, Content and Email marketing

Scaling social media presence on Instagram, LinkedIn, and FB ecosystem

Creating Video and Textual content and should have a good design sense

Should know how to use Canva or other similar tools

Must know the core of Branding and should have experience of hosting online events

Bonus points:

Have done product marketing or growth hacking in the past

Experience in managing content or marketing teams

Have worked in a product-based tech startup

Good personal brand on any of the social media platforms

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