

Assistant Manager Marketing

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Company: Folio3 Software

Location: Pakistan

Category: other-general

At Folio3 our marketing function is considered an advocate for customers internally and as a guide for the customer externally, hence everything we do is rooted in the customer. We embrace and live the marketing way where we start everyday by understanding our customers and end with learnings from test and learns. The Assistant Manager, Digital Marketing will be responsible for building and implementing the marketing strategy.

Responsibilities:

Identify the customer journey, the touchpoints, pain points, the search journey.

Detailed analysis of competition from product to digital metrics.

Create a comprehensive insight bank that can be tested with customers.

Create annual strategic plans that manage top to bottom of the customerfunnel.

Planning digital marketing campaigns, including web, SEO/SEM,email, social media and events, AdWords campaigns, social media platforms, email campaigns, events.

Developing and executing content calendar (incl blogs, white papers, casestudies, landing pages, posts)

Reach out to affiliates and potential partners for collaboration .

Utilize strong analytical ability to evaluate and present insightful reports on marketing performance.

Partner with sales and product teams to develop collateral that be used for conversion across the funnel.

Co-ordinate with designers , developers and SEO teams to get assets developed.

Requirements:

At least 6 years of experience in the field of Digital Marketing.

Worked within IT services industry (agency or client side).

Should have good analytical and communication skills.

Should have holistic understanding of different digital marketing channels including SEO, SEM, blogging, social, etc.

Good knowledge and experience with online marketing tools and best practices.

Should be able to create presentations and write content.

Should have the right attitude: displays ownership, believes in the power of collaboration, tries new things and hungry to deliver.

Most importantly, someone who believes the customer is the most important stakeholder.

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