

Marketing Manager

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Company: Opulent Home Interiors Ltd.

Location: Islamabad

Category: other-general

Job Description :Marketing Manager at Opulent Home Interiors LtdAbout Opulent Home Interiors Ltd:

Opulent Home Interiors Ltd is a leading provider of high-quality kitchen renovation services in London and surrounding areas. We are passionate about creating beautiful and functional kitchens that meet our client's needs and exceed their expectations.

About the Role:

We seek a highly motivated and results-oriented Marketing Manager to join our team. You will be responsible for developing and implementing a comprehensive marketing strategy to drive brand awareness, generate leads, and achieve Opulent Home Interiors Ltd's business goals.

Responsibilities:

Develop a strategic marketing plan to increase Opulent Home Interiors Ltd's brand awareness and market share.

Manage Opulent Home Interiors Ltd's online presence, including website, social media platforms (Facebook, Instagram, LinkedIn, YouTube, Houzz), and Google My Business listing.

Create engaging content (blog posts, case studies, social media posts) related to kitchen renovations and Opulent Home Interiors Ltd's services.

Conduct market research and competitor analysis to identify new opportunities and inform marketing strategies.

Oversee paid advertising campaigns (PPC) to target potential customers and generate

leads.

Manage and develop the Opulent Home Interiors Ltd marketing team, fostering a collaborative work environment.

Analyze marketing campaign performance and recommend data-driven adjustments for optimization.

Stay up-to-date on the latest marketing trends and technologies. Benefits:

Competitive salary and benefits package

Opportunity to work for a growing and successful company

Dynamic and collaborative work environment

Make a difference in people's lives by creating beautiful and functional kitchens

We are an equal-opportunity employer and value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. Job Specification :

Qualifications:

Bachelor's degree in Marketing, Communications, or a related field (preferred)

Minimum 5 years of experience in marketing management

Proven track record of developing and executing successful marketing campaigns

Strong understanding of SEO, social media marketing, content marketing, and email marketing

Excellent written and verbal communication skills

Ability to lead and motivate a team

Analytical skills and experience with marketing data analysis tools

Experience with content management systems (CMS) a plus

Passion for the kitchen renovation industry and understanding of design trends (a plus)

Job Rewards and Benefits : Communication, Incentive Bonus, Leaves

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