

Job description

Marketing Executive

About Contify

We are a team of analysts, engineers, data scientists and designers building powerful intelligence tools for business users. Contify is a 360 degree market intelligence platform that enables businesses to monitor competitors, customers, suppliers, and critical market variables against event triggers on an ongoing basis with unmatched precision and relevance.

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Role Summary

- Position: Marketing Executive
 - Function/Team: Marketing Department
 - Location: Gurugram
 - Reporting to: Marketing Manager
 - Working Hours: 5 days a week.
 - Travel: No
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ABOUT THE TEAM:

Contify is a one-stop market and Competitive Intelligence Platform to track information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 500,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals, and more.

ABOUT THE ROLE:

RESPONSIBILITIES

- Manage day-to-day operation of email marketing and automation programs
- Social media management
- Shall be responsible for website content management
- Extract email campaign reports to benchmark and measure success
- Ensure all process documents are timely updated are being followed & referred to on a day to day basis
- Assist with ad hoc digital marketing operations and analytics projects
- Constantly check search terms, rankings and analytics to monitor the performance of the Contify website and make recommendations for improvement

DESIRED SKILLS AND EXPERIENCE

- Strong analytical, creative thinking, communication, and time-management skills
- Experience with social media
- Hands-on MS Office, comfortable working on Google sheets and docs
- Bonus: Basic knowledge of SEO and any CRM/email marketing tool

EDUCATION/PROFESSIONAL TRAINING

- Bachelor's degree in marketing or related field
- 0 - 2 years of relevant experience
- Language skills: English

HOW TO APPLY:

Send your updated resume to hr@contify.com or give us a call at +91-9818070579