



<https://jobquest.jobsworld.com/job/meesho-recruitment-2023-meesho-careers-marketing-manager-post/>

Meesho Recruitment 2023 – Meesho Careers – Marketing Manager Post

Hiring organization
Meesho

Job Location

India
Remote work possible

Date posted
September 20, 2023

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Valid through
30.09.2023

Base Salary

Rs. 25,000 - Rs. 50,000

APPLY NOW

Qualifications

12th, Graduate

Employment Type

Full-time

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Description

Meesho Recruitment 2023

Position: Marketing Manager

Company: Meesho (Specify the location if required)

About Meesho: Meesho is a fast-growing social commerce platform that empowers individuals, especially women entrepreneurs, to start and grow their online businesses. With a mission to create sustainable livelihoods for millions of people, we are seeking a talented and dynamic Marketing Manager to join our team. This is an exciting opportunity for freshers to contribute to our vision and make a significant impact in the e-commerce industry.

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Responsibilities:

- **Responsibilities:**
 - Develop and execute strategic marketing plans to drive brand awareness, customer acquisition, and revenue growth.
 - Conduct market research and analyze customer insights to identify target segments and develop effective marketing strategies.
 - Create and manage marketing campaigns across various channels, including social media, email marketing, content marketing, influencer marketing, and SEO/SEM.
 - Collaborate with cross-functional teams to create engaging content,

including social media posts, blogs, videos, and graphics, to attract and retain customers.

- Monitor and analyze the performance of marketing campaigns and initiatives, and optimize them based on data-driven insights and metrics.
- Manage the company's social media presence and engage with the online community to build brand loyalty and drive customer engagement.
- Stay updated with industry trends, competitor activities, and emerging marketing technologies to ensure Meesho remains at the forefront of marketing innovation.
- Identify and explore new marketing opportunities, partnerships, and collaborations to expand Meesho's reach and drive customer acquisition.
- Track and report on marketing KPIs, including website traffic, conversion rates, customer engagement, and ROI, and present findings to the management team.
- Manage the marketing budget effectively, allocating resources to different marketing activities based on their potential for impact and return on investment.
- Build and maintain strong relationships with external stakeholders, such as influencers, brand ambassadors, media outlets, and advertising agencies.
- Lead, mentor, and develop a team of marketing professionals, fostering a collaborative and high-performance culture.

Skills and Qualifications:

- Bachelor's degree or equivalent in Marketing, Business Administration, or a related field.
- Strong understanding of marketing principles, strategies, and best practices.
- Excellent communication skills, both written and verbal, with the ability to create compelling marketing messages and content.
- Proficiency in digital marketing platforms and tools, including social media management, email marketing, SEO/SEM, and analytics.
- Analytical mindset with the ability to interpret data, derive insights, and make data-driven decisions.
- Creativity and innovation in developing marketing campaigns and strategies.
- Strong leadership and team management skills.
- Ability to work in a fast-paced environment and handle multiple projects simultaneously.
- Passion for e-commerce and entrepreneurship.
- Freshers are welcome to apply, although prior internship or relevant marketing experience is a plus.

Experience:

- Freshers are encouraged to apply, as we are committed to providing training and growth opportunities to talented individuals. However, prior internship or relevant marketing experience is an advantage.

Important Links

Find the Link in [Apply Now](#) Button

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