

# WE ARE HIRING

## Assistant Manager - Marketing

### JOB RESPONSIBILITIES

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration in India as well as in the US.
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.
- Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.
- Building a mechanism for Online lead generation, product promotion and using the digital media for marketing. Undertaking PR activities in the print and digital media.
- Undertaking measures for brand recognition, developing website, catalogues, promotional materials etc.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion, and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Ensure to bring MagGenome webpage on google search first page (within Top 5 position).

Please send your resume to [hr@maggenome.com](mailto:hr@maggenome.com)

 Chennai