

Post Vacant	Digital Marketer
Job Description / Responsibilities	<ul style="list-style-type: none"> • Responsible for creating client communication with inputs from stakeholders. • Creating creatives for online customer Engagement, platforms, product promotion • Managing all social media channels/ports for the company within specified budget. • Responsible for tracking opening rate of communications • One point contact for all Campaign drives. • Coordination with all stakeholders viz Product, Digital, Operations, Compliance, IT, Bank marketing teams, Social media campaigns etc. • Develop and execute comprehensive digital marketing strategies across multiple channels, including social media, email, SEO, SEM, and display advertising. • Stay updated with industry trends, best practices, and technologies to continually innovate and improve marketing strategies. • Plan, create, and post engaging content for social media & digital platforms to drive engagement and follower growth. • Analyze and report on the performance of campaigns using tools like Google Analytics, social media insights, and marketing dashboards. • Utilize marketing analytics tools and attribution models to track user behavior, attribution paths, and conversion funnels to optimize campaign performance. • Overseeing the content for core website & App.
Job specific skills	<p>Applicants should have –</p> <ul style="list-style-type: none"> • Multi-tasking, attention to detail, and ability to meet deadlines. • Working collaboratively and cross-departmentally • Understanding of sales orientation. • Understanding of broking related rules and regulations • Understanding of worked on social media platforms/ Agencies • Should understand SEO/SEM • Sound understanding of designing /HTML/ Photoshop or other design tools • Proven ability to develop and maintain effective relationships with internal and external stakeholders, community members, representatives of government offices etc. • Prior work experience in stock Broking products and services, Wealth and Digital initiatives in Fintech and distribution of products etc. is a must. • Strong analytical and strategic thinking with exceptional communication and problem-solving skills. • Strong writing, communication, presentation, and interpersonal skills • Ability to work independently with a high degree of initiative, discretion, and tact; • Experience in handling MIS, Analytics/ Strategy and co-ordination across teams • Expertise in MS-Office tools (Excel, word, presentation etc).
Educational Qualification	Graduate, preferably MBA Marketing or equivalent from recognized Universities in India.
Minimum Experience	5 years minimum
CTC OFFERED	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.

Location of posting	Mumbai The candidate may be deputed to work with the team(s) with the organization/ parent organization/ any subsidiary of the parent organization if and as deemed necessary.
Email to be sent to	Applications should be submitted on our email careers@bobcaps.in Please mention <u>“Application for the post of Digital Marketer”</u> in the subject. Applications with any other subject will not be accepted.
Website	www.bobcaps.in
Contact Person	
Contact No.	
Last Date for application	