



<https://jobable.govhelp.in/job/britannia-recruitment-2024-all-india-jobs-ecommerce-marketing-specialist-post/>

Britannia Recruitment 2024 – All India Jobs – eCommerce Marketing Specialist Post

Hiring organization
Britannia

Job Location

India
Remote work from: IND

Date posted
January 2, 2024

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Valid through
31.08.2024

Base Salary

USD 11,800 - USD 19,500

APPLY NOW

Qualifications

12th/ Graduate

Employment Type

Full-time

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Description

Britannia Recruitment 2024

As an eCommerce Marketing Specialist at Britannia, you'll be the mastermind behind captivating online campaigns that drive our digital presence and sales. You'll blend creativity with analytical prowess to understand customer preferences, develop engaging content, and optimize our e-commerce platforms for maximum impact. Be the maestro behind Britannia's digital symphony of deliciousness!

Britannia Careers

Responsibilities:

- Develop and execute comprehensive e-commerce marketing strategies across various platforms (Amazon, Flipkart, etc.).
- Create compelling product descriptions, enticing visuals, and engaging social media content to showcase Britannia's offerings.
- Analyze customer data and website traffic to understand online behavior and optimize marketing campaigns for increased conversion rates.
- Manage online promotions, discount codes, and loyalty programs to drive sales and customer engagement.
- Collaborate with cross-functional teams (Sales, Product Development, Design) to ensure consistent brand messaging and seamless online experiences.
- Stay updated on e-commerce trends, best practices, and platform algorithms to adapt strategies for better reach and performance.

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Britannia Jobs near me

Skills:

- Bachelor's degree in Marketing, Communication, or a related field preferred.
- Minimum 2 years of experience in e-commerce marketing, with proven success in driving online sales and brand awareness.
- Strong understanding of e-commerce platforms, SEO principles, and online advertising practices.
- Excellent written and verbal communication skills to create compelling content and effectively communicate with diverse stakeholders.
- Data-driven approach with proficiency in analyzing customer data and marketing metrics.
- Creativity and passion for digital marketing, with the ability to develop engaging content and campaigns.
- Adaptability and a willingness to learn new trends and technologies in the dynamic e-commerce landscape.

Important Links

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

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