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Mankind Pharma Hiring Candidates – Jobs For Freshers – Content Marketing Manager

Hiring organization
Mankind Pharma

Job Location

India
Remote work from: IND

Date posted
January 24, 2024

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Valid through
31.08.2024

Base Salary
USD 11 - USD 22

APPLY NOW

Qualifications
Graduate, 12th

Employment Type
Full-time

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Description

Mankind Pharma Hiring Candidates

Mankind Pharma is a leading pharmaceutical company in India, dedicated to improving lives through high-quality, affordable medicines. We're a dynamic team driven by innovation and a passion for making a positive impact on healthcare. As a Content Marketing Manager at Mankind Pharma, you'll play a vital role in shaping healthcare conversations and building brand awareness through compelling content.

Mankind Pharma Careers

Responsibilities:

- **Develop and execute a strategic content marketing plan:** Align content with business objectives, identify target audiences, and create content calendars across various channels (website, social media, blog, etc.).
- **Craft engaging content:** Write informative and persuasive articles, blog posts, social media captions, email newsletters, and other content formats.
- **Stay ahead of the curve:** Research and analyze industry trends, identify emerging topics, and tailor content accordingly.
- **Manage content creation:** Collaborate with designers, editors, and external vendors to ensure high-quality content production.
- **Measure and optimize performance:** Track key metrics (website traffic, engagement, conversions) and analyze data to refine content strategies.
- **Stay compliant:** Adhere to healthcare regulations and ethical guidelines in

all content creation.

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Mankind Pharma Jobs Near Me

Skills:

- 3+ years of experience in content marketing or a related field.
- Proven ability to create engaging and informative content across various formats.
- Strong understanding of SEO principles and best practices.
- Excellent writing and editing skills, with a keen eye for detail.
- Experience in social media marketing and content management platforms.
- Data-driven approach with the ability to analyze content performance and recommend improvements.
- Passion for the healthcare industry and a desire to make a difference.

Tags:

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