

## Marketing Coordinator in PhonePe – Job Change – PhonePe Jobs Hiring For Freshers

**Hiring organization**  
PhonePe

### Job Location

India  
Remote work from: IND

**Date posted**  
January 30, 2024

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**Valid through**  
31.08.2024

### Base Salary

USD 12 - USD 21

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### Qualifications

Graduate

### Employment Type

Full-time

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### Description

## Marketing Coordinator in PhonePe

PhonePe is India's leading digital payments platform, transforming the way people pay, shop, and invest. We're a passionate team of innovators dedicated to making financial inclusion accessible to everyone. As a Marketing Coordinator, you'll play a crucial role in supporting our marketing initiatives, helping us reach millions of users across the country.

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## PhonePe Careers

### Responsibilities:

- **Content Creation:** Craft engaging content across various platforms (social media, website, email) to drive user acquisition and brand awareness.
- **Campaign Management:** Support the execution of marketing campaigns, from concept development to tracking and analysis.
- **Market Research:** Conduct research and analysis to understand user needs and market trends, informing future marketing strategies.
- **Community Management:** Engage with our user base on social media, fostering brand loyalty and addressing concerns.
- **Data Analysis:** Assist with analyzing marketing data to measure campaign effectiveness and identify areas for improvement.
- **Stay Ahead of the Curve:** Proactively research and suggest new marketing trends and technologies to implement.

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### Phonepe Jobs For Freshers

#### Skills:

- Fresh graduate or 1-2 years of experience in marketing or a related field.
- Strong written and verbal communication skills, with a knack for crafting compelling content.
- Excellent analytical and problem-solving abilities.
- Adaptability and a willingness to learn in a fast-paced environment.
- Passion for digital marketing and a deep understanding of the Indian consumer landscape.
- Proficiency in MS Office Suite and social media platforms.

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