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Meesho Careers – Work From Home Jobs – Marketing Manager Post

Hiring organization
Meesho

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

Date posted

September 17, 2024

Valid through

31.12.2024

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Base Salary

USD 12 - USD 24

Qualifications

12th Pass, Graduate, Post Graduate

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Employment Type

Full-time, Work From Home

Description

Job Title: Marketing Manager – Work From Home

Job Summary:

We are seeking an experienced and results-driven Marketing Manager to join our team at Meesho Careers. As a Marketing Manager, you will be responsible for developing and executing marketing strategies to drive business growth, increase brand awareness, and improve customer engagement. This is a remote work opportunity, and we are looking for a self-motivated individual who can work independently and collaboratively as part of a distributed team.

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Key Responsibilities:

- **Develop and execute marketing strategies** to achieve business objectives, including campaign planning, budgeting, and performance analysis
- **Conduct market research** to identify trends, opportunities, and challenges, and provide insights to inform marketing strategies
- **Manage and optimize marketing campaigns** across various channels, including social media, email, and influencer marketing
- **Collaborate with cross-functional teams**, including product, sales, and

creative, to ensure alignment and maximum impact

- **Analyze and report on marketing performance**, using data to inform future marketing strategies and optimize ROI
- **Stay up-to-date with industry trends** and emerging technologies, and apply this knowledge to continuously improve marketing strategies and tactics

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Requirements:

- **5+ years of experience** in marketing, with a focus on digital marketing and e-commerce
- **Proven track record** of developing and executing successful marketing campaigns that drive business results
- **Strong analytical and problem-solving skills**, with the ability to interpret data and make data-driven decisions
- **Excellent communication and project management skills**, with the ability to work independently and collaboratively
- **Bachelor's degree in Marketing, Business, or a related field**

Nice to Have:

- **Experience with marketing automation tools**, such as Marketo or HubSpot
- **Knowledge of SEO and SEM principles**, with experience in optimizing website content and ad campaigns
- **Familiarity with design and creative principles**, with the ability to provide feedback on marketing materials

What We Offer:

- **Competitive salary and benefits package**
- **Opportunity to work with a fast-growing and innovative company**
- **Flexible work arrangements**, including remote work options
- **Professional development opportunities**, including training and mentorship programs
- **Collaborative and dynamic work environment**, with a team of passionate and motivated professionals

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