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Swiggy Careers – Free Job – Private Job For Junior Marketing Executive

Hiring organization
Swiggy

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

March 27, 2024

Valid through

31.12.2024

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Base Salary

USD 13 - USD 22

Qualifications

12th Pass, Graduate, Post Graduate

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Employment Type

Full-time

Description

Swiggy Recruitment 2024: Fuel Our Growth with Your Marketing Expertise (Remote Jobs)

Do you crave a fast-paced environment where your creativity fuels the success of a leading name in India's food delivery revolution?

Swiggy, a name synonymous with convenience and deliciousness, is searching for a passionate and talented **Marketing Executive** to join our vibrant team. This role offers an incredible opportunity to be at the forefront of innovative marketing campaigns, contributing to Swiggy's continued growth and brand dominance.

Why Join Swiggy?

Imagine a work environment that's as dynamic as the food delivery landscape itself. At Swiggy, you'll be surrounded by a team of passionate individuals who are constantly pushing boundaries and redefining convenience. You'll have the chance to:

- **Work on real-world marketing challenges:** We don't shy away from ambitious goals. You'll be actively involved in shaping and executing strategic marketing initiatives that reach millions of users across India.
- **Learn from the best:** Swiggy fosters a culture of continuous learning and development. You'll have the opportunity to collaborate with experienced marketing professionals and hone your skills in a supportive environment.

- **Make a tangible impact:** Your work will directly contribute to Swiggy's success story. See the impact of your creativity on user acquisition, brand awareness, and overall customer experience.
- **Enjoy a flexible work environment:** We offer the freedom of remote work, allowing you to work from anywhere in India and create a work-life balance that suits your needs.

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Job Summary

This is an exciting opportunity for a highly motivated and results-oriented individual to join our dynamic marketing team. You'll play a key role in developing and executing strategic marketing campaigns that drive user acquisition, brand awareness, and customer engagement.

Swiggy Jobs Near Me

We're searching for talented individuals across India who are passionate about marketing and eager to contribute to our company's success. The remote nature of this position allows you to apply from anywhere in the country.

Key Responsibilities:

- Assist in developing and executing comprehensive marketing campaigns across various digital and traditional channels.
- Conduct market research and competitor analysis to identify trends and inform marketing strategies.
- Create engaging content (text, graphics, videos) for social media platforms, email marketing initiatives, and other marketing materials.
- Manage and optimize paid advertising campaigns on platforms like Google Ads and Facebook Ads.
- Track and analyze marketing campaign performance using data analytics tools and present insights to stakeholders.
- Support with influencer marketing initiatives and brand partnerships.
- Stay updated on the latest marketing trends and technologies.
- Collaborate effectively with cross-functional teams (design, product, sales) to ensure a cohesive marketing strategy.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- 0-2 years of experience in a marketing role (freshers can apply).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Proficiency in social media marketing and content creation.
- Ability to work independently and manage multiple tasks effectively.
- Strong analytical and problem-solving skills.
- Data-driven approach with experience in using marketing analytics tools (Google Analytics, etc.) is a plus.

Experience

This role is a great fit for both freshers and individuals with up to 2 years of experience in marketing. We're looking for someone who is eager to learn, adaptable, and possesses a strong foundation in marketing principles.

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Why Join Swiggy? – Unveiling the Perks and Work Environment

Swiggy isn't just about delivering delicious food; it's about fostering a work environment that's as vibrant and energizing as the flavors we deliver. Here's what you can expect when you join our team:

- **Competitive salary and benefits package:** We offer an attractive compensation package that includes health insurance, paid leaves, and other benefits to ensure your well-being.
- **Continuous learning and development opportunities:** We believe in investing in our people. You'll have access to training programs, workshops, and conferences to help you advance your marketing skills.
- **Fun and collaborative work environment:** Our team is passionate, supportive, and always up for a challenge. You'll be surrounded by talented individuals who will push you to grow and make a difference.
- **Flexible work arrangements:** We understand the importance of work-life balance. This remote position allows you to work from the comfort of your home and design a work schedule that suits your needs.
- **Free food (of course!):** Enjoy the perks of working at a food delivery giant!

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