



<https://jobable.govhelp.in/job/swiggy-careers-jobs-product-marketing-manager-posts/>

## Swiggy Careers – Jobs – Product Marketing Manager Posts

### 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

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### Base Salary

USD 12 - USD 23

### Qualifications

12th Pass, Graduate, Post Graduate

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### Employment Type

Full-time, Work From Home

### Description

## Swiggy Careers

### About Swiggy

Swiggy is India's leading on-demand delivery platform, revolutionizing the way people get their food and groceries. We connect millions of users with a vast network of restaurants and partner stores, making life easier and tastier for everyone. Swiggy is a dynamic and fast-paced company driven by innovation and a deep commitment to customer satisfaction.

### Why Join Us as a Product Marketing Manager?

In this pivotal role, you'll become the champion for assigned Swiggy products, shaping user understanding and driving adoption. You'll be the bridge between product development and the customer, crafting compelling narratives that resonate with users and fuel product success. This is your chance to make a real impact on a product used by millions, working in a collaborative and energetic environment.

### The Position

Swiggy is seeking a passionate and results-oriented Product Marketing Manager (Remote) to join our growing team. In this remote role, you'll be responsible for all aspects of the marketing lifecycle for your assigned products, from pre-launch to ongoing growth.

### Hiring organization

Swiggy

### Date posted

April 15, 2024

### Valid through

31.12.2024

APPLY NOW

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## Job Summary

- Collaborate with product managers, designers, and engineers to understand product features and functionalities.
- Develop a deep understanding of the target audience and market landscape for assigned products.
- Craft compelling product messaging and positioning that resonates with users and drives adoption.
- Create and execute integrated go-to-market (GTM) strategies for new product launches and feature updates.
- Develop and manage engaging content across various channels to raise product awareness and educate users.
- Analyze product performance metrics and user feedback to iterate on marketing strategies and messaging.
- Work cross-functionally with marketing, sales, and customer success teams to ensure consistent product messaging.

## Key Responsibilities

- Conduct user research to understand target audience needs and preferences.
- Develop detailed customer personas for assigned products.
- Define clear product positioning and messaging for different user segments.
- Create captivating product launch campaigns that generate excitement and drive user acquisition.
- Manage and optimize paid advertising campaigns to reach target audiences effectively.
- Develop and implement product content strategies across various channels (website, app, social media, etc.).
- Track and analyze product marketing campaign performance, identifying areas for improvement.
- Stay abreast of industry trends and best practices in product marketing.
- Proactively identify and solve product marketing challenges.

## Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum 2+ years of experience in product marketing or a related field.
- Proven track record of successfully launching and marketing new products.
- Strong understanding of user experience (UX) principles.
- Excellent written and verbal communication skills.
- Ability to craft compelling and persuasive content.
- Data-driven approach with a strong understanding of marketing metrics and analytics.
- Excellent project management and organizational skills.
- Ability to work effectively in a fast-paced and dynamic environment.
- Passion for Swiggy's mission and the food delivery industry.

## Experience

This role is open to both experienced professionals and passionate recent graduates. While experience is a plus, we value strong potential and a willingness to learn.

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### **Why Join Swiggy?**

Swiggy offers a unique opportunity to work on cutting-edge products that are used by millions of people. You'll join a talented and passionate team in a collaborative and fast-paced environment. We offer competitive compensation and benefits packages, including:

- Competitive salary and bonus structure
- Comprehensive health insurance coverage
- Paid time off and flexible work arrangements
- Opportunities for professional development and growth
- A chance to make a real impact on a company that is shaping the future of food delivery
- Remote work opportunities

### **The Application Process**

If you're a creative, results-oriented individual with a passion for product marketing, we encourage you to apply! Please submit your resume and a cover letter outlining your interest in the role and how your skills and experience align with our requirements.

### **Join Us and Make a Difference!**

At Swiggy, we're committed to building a diverse and inclusive workplace where everyone feels valued and empowered to do their best work. We believe in creating a fun and collaborative environment where innovation thrives. If you're looking for a challenging and rewarding career opportunity, we invite you to join our team!

### **General Overview**

This is your chance to be at the forefront of product marketing in the exciting and rapidly growing food delivery industry. You'll play a key role in shaping the user experience for Swiggy products and driving sustainable growth. If you're a passionate marketer with a knack for storytelling and a data-driven approach, we encourage you to apply!

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