

Tata Motors Jobs – Find a Job – Job Seeker For eCommerce Marketing Executive

Hiring organization

Tata Motors

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 23, 2024

Valid through

31.12.2024

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Base Salary

USD 13 - USD 23

Qualifications

12th Pass, Graduate, Post Graduate

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Employment Type

Full-time

Description

Tata Motors Recruitment 2024: Shape the Future of Automotive Retail (Remote)

Are you passionate about the ever-evolving world of e-commerce and the future of automotive retail? Do you thrive in a fast-paced environment where innovation and creativity are at the forefront? If so, then Tata Motors, a leading global automobile manufacturer, wants you to join our team as an eCommerce Marketing Executive!

Why Join Us?

Tata Motors is a company with a rich heritage and a bold vision for the future. We're not just selling cars, we're shaping the way people experience mobility. As an eCommerce Marketing Executive, you'll play a vital role in driving our online sales strategy and helping us reach new customers across the country. This is a unique opportunity to work with a passionate team, leverage cutting-edge technology, and contribute to the success of a renowned brand.

Job Summary:

In this remote position, you'll be responsible for developing and executing innovative digital marketing campaigns to promote Tata Motors' passenger vehicles online. You'll work closely with cross-functional teams like product marketing, sales, and creative to ensure a seamless online customer journey.

This role offers the perfect blend of strategic thinking, creative execution, and data-driven analysis. You'll have the chance to make a real impact on Tata Motors' online presence and contribute to the company's continued growth in the e-commerce space.

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Tata Motors Jobs Near Me: Responsibilities

- Develop and implement comprehensive digital marketing campaigns for Tata Motors' passenger vehicles across various online platforms.
- Analyze customer data and market trends to identify growth opportunities and inform campaign strategies.
- Create compelling content (text, visuals, videos) for online channels that resonate with target audiences.
- Manage and optimize paid advertising campaigns on platforms like Google Ads and social media.
- Track and analyze campaign performance, identify areas for improvement, and measure return on investment (ROI).
- Collaborate with cross-functional teams (product marketing, sales, creative) to ensure a consistent brand message and customer experience across all touchpoints.
- Stay updated on the latest e-commerce trends and technologies to continuously improve marketing strategies.

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in e-commerce marketing or a similar role.
- Strong understanding of digital marketing principles and best practices (SEO, PPC, social media marketing, content marketing).
- Excellent analytical and problem-solving skills with the ability to interpret data and draw insights.
- Proven ability to create compelling and engaging marketing content.
- Excellent communication and interpersonal skills with the ability to collaborate effectively across teams.
- Proficient in Microsoft Office Suite and Google Suite.
- Experience with marketing automation platforms (e.g., HubSpot, Marketo) is a plus.

Experience

This role is open to both recent graduates (freshers) and experienced professionals with a passion for e-commerce and the automotive industry.

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Why Join Tata Motors?

At Tata Motors, you'll be joining a company that values innovation, collaboration, and a commitment to excellence. We offer a competitive compensation package, a dynamic work environment, and the opportunity to work on cutting-edge projects that make a real difference. Here are some additional benefits of joining our team:

- Opportunity to work with a renowned brand and contribute to shaping the future of the automotive industry.
- Work in a fast-paced and dynamic environment with a passionate and supportive team.
- Competitive salary and benefits package.
- Continuous learning and development opportunities.
- Remote work flexibility.
- Be part of a company that is committed to sustainability and social responsibility.

Application Process

Interested in joining our team? Please submit your resume and a cover letter highlighting your relevant experience and skills.

Motivate Yourself to Join!

This is an exciting opportunity to be at the forefront of the automotive e-commerce revolution. If you're a highly motivated and results-oriented individual with a passion for marketing and the automotive industry, then we encourage you to apply!

In Conclusion:

As an eCommerce Marketing Executive at Tata Motors, you'll play a key role in shaping the future of automotive retail. You'll have the opportunity to develop your skills, work on challenging projects, and make a real impact on a global brand. If you're ready to take your career to the next level, we encourage you to apply today!

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