

Job Description of Marketing Lead Position

Company Name: Elixia Robotics Pvt. Ltd.

Company Website: <https://elixia.tech/>

Position: Marketing Lead

Reporting to: CEO

Department: Marketing

As the Marketing Lead, you will be responsible for formulating and executing strategies and tactics to increase awareness of our company and drive qualified traffic to our online platforms. Your key responsibilities include:

- Setting short-term and long-term marketing goals
- Adhere to content calendar that aligns with industry best practices for content marketing and amplification, progressively growing our qualified audience across our owned properties, such as blog posts, eBooks, reports, webinars, infographics
- Crafting, developing, and maintaining our presence on social media platforms (LinkedIn, FB, Twitter) ensuring our brand message is strong and consistent across all channels and marketing efforts
- Prepare and manage monthly, quarterly, and annual budgets for the Marketing department - Set, monitor, and report on team goals
- Exploring a diverse range of organic and paid acquisition channels, including content creation, curation, pay-per-click campaigns, event management, public relations, social media engagement, and lead generation efforts, while also excelling in copywriting and performance analysis
- Collaborating closely with internal teams to create optimized landing pages that enhance user experiences
- Creating high-value and engaging content for our website and blog, effectively attracting and converting our target audience
- Assist in event planning, and coordinating with vendors, event coordinators, and design teams for on-site collateral
- Create marketing collateral, such as flyers and brochures, to support promotional efforts
- Develop and execute marketing strategies for email, SMS, and WhatsApp including creative development, list management, and reporting on critical performance metrics like open rates, click-through rates, and conversion rates.
- Manage and update customer databases, including the extraction of new email addresses using online tools
- Build connections with media and journalists to secure placements for company news and initiatives
- Conduct marketing research and analysis to gather relevant market insights and assess emerging trends

- Generate reports related to key performance indicators (KPIs) for ongoing marketing initiatives
- Manage website content and conduct continuous SEO analysis to improve our online presence

If you have a passion for marketing and are eager to drive our company's growth through innovative strategies, we encourage you to apply for this dynamic role.

Requirements:

- Proficient in marketing methodologies and experience with blogging software, particularly WordPress, to drive traffic and convert visitors into qualified leads.
- Demonstrated proficiency in overseeing SEO/SEM strategies, managing marketing databases, executing email and social media campaigns, as well as handling display advertising campaigns.
- Exhibit tangible experience in marketing while displaying the potential and willingness to acquire new skills and knowledge.
- Proven ability to pinpoint target audiences and creatively plan and lead marketing campaigns across various channels that engage, educate, and motivate.
- Strong familiarity with website analytics tools such as Google Analytics.
- Possesses a keen eye for aesthetics and a passion for crafting compelling copy and engaging communication.
- Additional experience in public relations, corporate communications, content marketing, or event management would be a valuable asset.
- Capable of excelling in a fast-paced and rapidly evolving work environment.
- Proficiency in Canva and other creative software tools.

Perks and Benefits:

- Young and dynamic environment
- 5-day work week
- Flexible work hours with work-life balance
- Competitive Market Compensation
- Annual Paid Leaves + Set Public Holidays