

# Marketing Manager

## Job Overview:

We are looking for an experienced, proactive, and self-driven Marketing Manager who can independently manage and execute the overall marketing function. This role requires a strong understanding of both traditional and digital marketing, combined with the ability to plan, implement, and monitor marketing activities end-to-end.

The ideal candidate will take full ownership of marketing initiatives, coordinate with internal teams, and drive brand visibility, lead generation, and marketing performance with minimal supervision.

## Key Responsibilities:

### 1. Marketing Strategy & Execution (Core Responsibility)

- Develop and execute quarterly and annual marketing plans.
  - Plan and implement campaigns for product promotion, lead generation, and brand building.
  - Ensure consistent branding and messaging across all channels.
  - Collaborate with sales, product, and leadership teams to align marketing initiatives with business goals.
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### 2. Digital Marketing (Part of the Role)

#### PPC & Lead Generation

- Plan, manage, and optimise Google Ads and other paid campaigns.
- Track performance metrics (CTR, CPC, CPA, conversions, ROI) and refine campaigns.
- Develop effective ad copies and assist with landing page enhancements.

#### SEO & Website Management

- Implement on-page/off-page SEO strategies to improve organic search visibility.
  - Conduct keyword research, optimise content, and review analytics.
  - Coordinate with design/content teams to ensure SEO standards are met.
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### 3. Brand, Content & Communication

- Oversee the creation of marketing content — blogs, emails, social posts, brochures, case studies, videos, and presentations.
  - Maintain brand guidelines and ensure cohesive communication across the organisation.
  - Work with internal and external creative teams for design and content execution.
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#### 4. Exhibitions, Events & Offline Marketing

- Lead planning and execution of marketing for exhibitions and trade shows.
  - Support stall layout planning, branding materials, and event promotions.
  - Manage lead handling and coordination before, during, and after events.
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#### 5. Lead Management & CRM Collaboration

- Ensure prompt assignment of incoming leads to the respective territory managers.
  - Track lead flow, progress, and campaign effectiveness.
  - Work closely with the sales team to improve follow-up quality and conversion tracking.
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#### 6. Market Research & Data Management

- Conduct competitive research, pricing insights, and industry analysis.
  - Prepare scraping data and market intelligence reports.
  - Support management with MIS and performance dashboards.
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#### 7. Performance Analysis & Reporting

- Monitor marketing KPIs across both digital and offline activities.
- Prepare regular performance reports with insights and improvement suggestions.
- Conduct A/B tests and track results for continuous optimisation.

#### Requirements:

- Excellent communication, planning, and coordination skills.
- 10+ years of experience in a marketing role (preferably B2B).
- Strong understanding of digital marketing (PPC, SEO, analytics).
- Ability to independently manage marketing activities with high ownership.
- Proficiency in tools: Google Ads, Analytics, Search Console, MS Office, CRM systems.
- Understanding of website platforms (WordPress, CMS tools).
- Ability to manage multiple projects and meet deadlines.

#### Desirable Skills:

- Experience with LinkedIn, Facebook, and Instagram marketing.
- Knowledge of email marketing tools or automation platforms.
- Creative thinking and copywriting ability.
- Google certifications are an added advantage.

#### Qualifications:

- Degree in Marketing, Business, Communications, IT, or a related field.