

Head of Marketing - Audience Growth & Executive Engagement

Exp: 4-7 Years

Education: Any Graduate (Preferred B.Tech.)

Location: Gurugram

Desired Skills:

- Audience Marketing: Develop & deploy integrated marketing campaigns for ValueFirst Digital's portfolio of solutions including line-of-business, industry, database and AI technology & analytics.
- Drive growth framework (ratings, audiences & revenue), new market insights & emerging business opportunities related to audience development, building brand equity through content thought leadership and generate revenue for the business.
- Drive executive engagement through unique relationship marketing programs including research, events and partnerships.
- Develop data-driven, multi-channel marketing strategies to acquire and retain audiences/customers for VALUEFIRST DIGITAL offerings.
- Identify, cultivate & monitor the most lean-forward audiences for each of VALUEFIRST DIGITAL's brands, with a strategic approach toward the right audiences to develop and acquire.
- Oversee brand marketing, architecture and positioning.
- Work across departments to ensure consistent brand voice across all initiatives, including building a close partnership with product, editorial, multimedia & video teams to inform and help define roadmaps.
- Lead and mentor an effective audience growth organization including audience development and relationship marketing functions.

Key Responsibilities:

- Minimum 4 years' experience and strong track record of executing innovative, data-driven customer acquisition and retention strategies.
- Familiarity with and strong understanding of MarTech tools required to enable all aspects of marketing and audience development.
- Demonstrated impeccable brand judgement (experience in consumer technology-driven brands a plus).
- Proven effectiveness at building, managing and mentoring high-performing teams.
- Deep understanding of consumer media & direct-to-consumer landscape.
- Experience as a key stakeholder of product & engineering organizations preferred.
- Demonstrated ability to operate effectively in a fast-paced environment.
- Ability to translate ambiguous concepts into action plans.
- Eager, analytical problem solver with a testing mindset.