

## Manager-Content Marketing

**Experience range-** 4-5 years

### **Education-**

Preferred Education -Marketing, Mass-Communication, Content Writing

Bachelor's degree- ENGLISH Honors

Master's degree- MBA

**Location-** Gurgaon

### **Desired Skills-**

1. Should have relevant expert experience of writing B2B content for brand marketing. Content to be designed over Should be able to inspire the team to grow their creative solutioning
  2. Ability to work under pressure and tight timelines
  3. Exhibits strong creative management skills and acts as an advocate for their team
  4. Understands this is a working role; handles multiple deadlines simultaneously and manages time dependably for themselves as to never miss a deadline, working to also ensure their teams don't miss a deadline
- Provides strategic rationale verbally and written for all creative, all marketing channels. Type of content shall be website content, blogs, search related content, online marketing content, social marketing content, PR Content, corporate events, Product Solution content etc.
  - Fresh and expert content writn specialist over B2B marketing content for brand and product offerings. Should be innovative nad define content tp attract the relavnt audience and convert it to leads and direct sales.
  - Should have experience to lead a team in the past and help in management and growth of the team and its members.
  - Should be a task manager to coordinate with multiple teams to get the defined work done and help in marketing execution of the same. Should comply to define all activities to result in cost and optimization and help directly in sales.

**Key Responsibilities-**

- The candidate will require to manage the content marketing and management for ValueFirst brand and its product offerings and shall report to the Head of Marketing .
- Should be an expert in content writing over various channels of Digital, Search, Social, PR, events, Corporate brochures, Website, Blogs etc.
- Should have relevant hands-on experience in brand B2B content marketing and should be able to execute the same in all organic holders to establish the marketing content for the brand and its offerings to leverage sales.
- Shall be responsible to write task related content, lead a team of two, work closely with teams and extract relevant information to help in define the marketing activity for the brand / product offering, that shall directly lead to revenue and sales.