

## Manager-Search Marketing

**Experience range-** 5-7 years

**Education:** MBA(Marketing)

**Preferred- Search Marketing certified, Google Adwords Certified, Social Paid Channel Certified & Affiliate Marketing Geek**

**Location-** Gurgaon

### **Desired Skills:**

- Should have relevant expert experience of brand marketing over search channels Preferred from the space of B2B Search marketing.
- An online marketing enthusiast who can set pace for ValueFirst Brand and Product offerings SEO, SEM activities at an accelerated pace leading to lead generation and brand –user connect.
- Should be able to think and write content relevant for search perspective for various search initiative.
- Should have experience to lead a team in the past and help in management and growth of the team and its members

### **Key Responsibilities:**

- The candidate will require to manage the entire search marketing for ValueFirst brand and its product offerings and shall report to the Head of Marketing .
- Should be an expert in Search Marketing covering SEO, SEM and all affiliate activities to help boost the brands image on search engines and relevant networks.
- Should have relevant hands-on experience in brand B2B marketing and should be able to execute the same in all organic and paid online marketing activities and efficiently cost optimize the spends and show relevant results leading to lead generation for sales teams across the group.
- Shall be responsible to write task related content, 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.