

Tatvic Analytics

<https://www.tatvic.com/job/head-of-marketing-2/>

Head of Marketing

Description

1. Marketing Strategy

- Lead development of the Tatvic's marketing strategy and plan
- Drive and implement integrated, digital marketing activities to ensure Tatvic's brand positioning across the inbound and outbound marketing mix

2. Initiate an Inbound marketing program to include:

- Buyer-focused content (web copy, blog content, eBooks, social) and promotions
- Lead nurturing/drip marketing
- Email marketing

3. Cadence & Project Management

- Analytics and performance reporting during the Monthly Status meeting
- Develop and implement marketing reporting methodology to track, measure and analyze monthly, quarterly and annual marketing performance
- Prepare and present digital marketing updates to leadership and staff to explain the company's current and future marketing activities
- Project manage all marketing, brand, design and communications projects
- Act as a primary point of contact with external agencies, contractors and consultants on all marketing, design, and communications related projects
- Plan and manage Our marketing skills training (lunch and learns) using internal and external sources
- Monitor industry best practices and make recommendations
- Support CEO with all aspects of speaking events and book projects: planning, writing, editing, promoting, repurposing and reporting
- Represent Tatvic at industry events through attending, networking & content creation

Functional Competency Required:

- Data Analysis
- Building Positive Working Relationships
- Business Development
- Digital Marketing
- Customer Experience
- Project Management

Hiring organization

Tatvic Analytics

Employment Type

Full Time

Job Location

Ahmedabad, Gujarat

Date posted

September 23, 2020

Valid through

30.11.2020