



## PRIME FOCUS TECHNOLOGIES

### JOB DESCRIPTION

#### Digital Marketing Manager / Manager

You will be part of PFT's global marketing & communications function and be responsible for executing digital marketing programs for our products and services portfolio across global markets with specific alignment to key accounts and verticals. Our verticals include broadcast, studios, streaming platforms, and brands.

**Job Location: Pune/Hyd/Chennai (This will be a WFH role)**

#### Role & Responsibilities:

- Develop and evolve an ecosystem of web assets (e.g., corporate website, product/services microsites, social media platforms, blogs, online advertising, etc.) that create brand awareness and drive measurable sales pipeline activity across multiple geographies worldwide. On an ongoing basis, evaluate and optimize spend and channel mix.
- Design, implement and optimize web landing pages, emails, and other web assets to support marketing campaigns in target markets.
- Plan and execute search engine optimization (SEO) efforts, track the progress of results, optimize existing capabilities and develop new opportunities for driving search traffic
- Manage web-to-lead process through the seamless integration of multi-channel programs and enabling systems/platforms
- Monitor effective benchmarks for measuring the impact of Web and digital campaigns/programs. Analyze, review, and report on the effectiveness of digital campaigns to optimize results, using the appropriate KPIs (e.g., conversion rates, cost per qualified opportunity, etc.)
- Maintain and apply working knowledge of the latest web marketing trends, technologies, and practices. Recommend and drive implementation and adoption of new approaches and systems, where appropriate
- Apply well-honed analytical skills to evaluate end-to-end customer experience across multiple channels and customer touchpoints
- Implement and measure digital marketing programs
- Proven track record of creating compelling content tailored specifically for a variety of different social media audiences

#### Candidate Background:

##### Experience:

- Minimum 5-6 years experience in digital marketing with preferably a top tier IT product or services organization

##### Soft skills:

- Strong communication/presentation skills
- Have a sound understanding of digital marketing strategies and how it relates to sales goals
- Highly organized and able to multi-task
- Ability to coordinate with multiple teams internally & externally
- Clarity of thought and ability to negotiate ambiguity
- Self-driven and proactive

Qualifications:

- Knowledge of Marketing Automation and ABM tools like Hubspot/Terminus/Demandbase is necessary.
- Postgraduate degree/diploma in marketing from a reputed institution (Preferred. Not compulsory) and relevant experience working with Tier 1 IT organization.