

Emeritus - Manager - Digital Marketing

About the role:

- The Digital Marketing Manager will be responsible for developing and executing the company's online marketing strategy. The ideal candidate is well-rounded: analytical, and metrics-driven.

About Us:

- Founded in 2015 by Ashwin Damera (Harvard graduate & Ex-CEO Travelguru) and Chaitanya (BITS Pilani & INSEAD graduate) we are a fast growing EdTech startup in the heart of Mumbai. We at Emeritus help develop world-class leaders who can lead with a Global mindset by offering online Executive Management courses in collaboration with top ranked Business schools: MIT Sloan, Columbia Business School & Tuck at Dartmouth.

- A strong team of 45 members we are growing at a turbo speed both in terms of monthly revenue and Global presence. Having offices in Singapore, Dubai, New York and Mumbai we are catering to customers in 238 countries.

- We are running programs which actually have an impact and we saw an average salary rise of 40% for our participants. Working both with individuals and Big corporations some of the prominent clients we are working with are Microsoft, Pitney Bowes, Flipkart, Qualcomm and many more.

- Join us if you are looking for a meaningful role in a company disrupting the Education Industry.

Job Responsibilities - (SEM + Social Media + online campaigns)

Job Duties & Responsibilities:

- Plan and execute affiliate, marketing database, email, social media and display advertising campaigns. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

- Identify trends and insights and optimize spend and performance based on the insights. Plan, execute, and measure experiments and conversion tests.

- To create campaigns that deeply integrate with our products.

Required Experience:

- Should have 3 - 7 years of experience in digital marketing.

- Demonstrable experience leading and managing SEM, affiliate marketing, email, social media and/or display advertising campaigns

- Highly creative with experience in identifying target audiences and devising digital campaigns that engage & convert.

- Up-to-date with the latest trends and best practices in online marketing and measurement

Desired Skills and Experience

Education / Preferred Qualifications:

- Graduate/PG Degree. Strong Analytical bent of mind preferred.

Technical Competencies:

- Exposure to website analytics tools (e.g., Google Analytics, Kissmetrics etc)

- Experience in setting up and optimizing Google Adwords, Facebook, Display media, affiliate marketing campaigns

- Strong analytical skills and data-driven thinking

- Experience in Pardot would be an added advantage.