

## Marketing Executive for a innovative startup

### **About VENTiT**

VENTiT's product is an innovative product which was born out of need for providing effective ventilation solution to clients in packaging industries. The VENTiT concept can be utilized in any product that requires breathing in its packaging such as hot food, pizza boxes, garlic breads, pasta boxes and more at an affordable price. This concept has been patented across the globe with a validity of more than 10 years and has also been the winner of India Star, Asia Star and World Star packaging awards for its wonderful invention. The company is a key supplier to a Fortune 500 companies. Entrepreneurs are having rich experience of more than 35 years across corrugated box manufacturing and digital printing business in India

### **Job Description**

The company is looking for an experienced marketing executive who has to successfully take ownership and accountability for developing, executing and measuring the online marketing strategy against agreed lead generation and brand development targets. This will be achieved via Website development and Online Campaigns, utilising Management Information to build on and improve current and future strategies, and working closely with creative agencies to ensure messaging and collateral is enticing and informative.

### **Job Functions, Duties & Responsibilities:**

The role an online marketing executive is to create new and innovative marketing strategies which strengthen the market position of a product using online media. Responsibilities of the job holders include ensuring that the company's website is user-friendly and that traffic is increasing. They will ensure that the website appears in search engine results and encourage interaction with customers online. Creating and distributing a regular e-newsletter, as well as using social media to interact with customers are also often key duties.

#### • **Online Marketing**

A variety of skills are needed to fulfil this side of the day-to-day activities, a good understanding of the following is required. This is currently done in-house or in conjunction with third parties.

- **Google Analytics** – To analysis visitor behavior across all websites to aid future marketing activates
- **Google PPC** – To develop targeted ads and supervise the production of Google advert communications such as re-targeting graphical ads, Google text ads, display network ads, product specific offers and brand awareness where directed
- **Email Marketing** – To develop and run segmented and targeted communications across our retail brands. To be responsible for supervising the production of email communications such as consumer newsletters, email campaigns, product surveys and feedback forms and sales promotions. Use of measurement tools track open and delivery rates, and monitor subscriptions according to spam regulations
- **Social Interaction** – To manage existing channels of communication, such as Facebook, YouTube and Blog pages, in-line with marketing plans
- **SEO** – To manage and optimize web content for on-going organic search engine results.

#### • **Others**

- On-going market research within the food & packaging industry in order to be aware of changing trends and to highlight opportunities/threats that these may present, including opportunities for new business development
- Relationship management with key account contacts
- Conducting regular pricing analysis of client competitors, and communicating findings to the business development head
- Take ownership of and develop specific e-marketing campaigns that can be tested, measured and refined dependent on results. These can either be industry, proposition or sales specific
- Create online newsletter, blogs and communities to build the brand and ensure the visual and tone of voice elements continue to be innovative

### **Candidate Requirements:**

To be considered for this role, it is imperative that the successful candidate has had previous experience of working within an Online/Digital Marketing role, with strong experience in running online campaigns such as email marketing campaigns, B2B Social Media campaigns (blogging, twitter etc), improving SEO rankings, using web analytics to optimize traffic to the website etc.

- 1-3 years of digital marketing experience
- You must have significant experience running, monitoring and optimizing multiple channels and used both self-service platforms and advertising networks

- Experience with campaign management from research, implementation, and reporting.
- Excellent knowledge of customer acquisition, preferably within the food & packaging industry
- Graduate/Diploma holder experience
- Strong understanding of existing and emergent social marketing technologies
- Comfortable in fast-paced, high-growth start-up environment
- Ability to build and maintain strong working relationships
- Excellent interpersonal and communication skills at all levels, both verbal and written and a strong written and verbal proficiency in English
- Analytically minded with strong attention to detail
- Motivated and results-oriented with a positive outlook
- Strong planning and organizational skills
- Thrives on working in a team environment, but also has the ability to work individually
- A creative thinker, able to frequently suggest new ideas
- Ability to multi-task in a busy and varied role
- Sound business and commercial acumen
- Ability to travel when required and occasionally work extended hours