**Job description**

**Digital Marketing OPENINGS:**

Brand Monk Consulting is a marketing consulting firm with deep experience in digital marketing, digital behavior economics, and neuro digital science. We work at the intersection of Marketing, Business, and technology to be able to truly deliver results and performance for the optimized digital marketing spent for a clear business objective. We operate in the full life cycle, from Awareness to Advocacy solving various business problems for our clients using our predictable digital technological prowess, be it awareness, lead gen, sales closure, etc. Our first-of-its-kind neuro digital marketing solution ensures relevant campaigns and channels for the changing customer behavior in digital media.

CRO, Performance Marketing, Webtech and SEO Strategy, Fractional CMO, Outsourced CMO, Digitization, Automation, No Code, and Consulting

We are a team of buzzing intrapreneurs with an unsatiated desire to solve marketing challenges with workable predictable digital marketing solutions. We are a buzzing start-up that can unleash the unexplored marketing genius in you.

- Digital strategy, social listening, partnerships with platforms, programmatic media & digital media innovation

- Develop a digital calendar plan ensuring differentiated strategy, platform use, approach, and KPIs by brand/target group/campaign objective

- Maintain and understand campaigns to enhance brand awareness and generate leads by working on Facebook, Instagram, Twitter, Tiktok, Google, Linkedin, etc..to raise the overall bar on digital marketing & innovation

- Influencers marketing

- Demonstrate digital performance, effectiveness, and ROI

- Lead monthly / quarterly digital reviews with clients and internal teams

- Identify relevant opportunities for content partnerships and establish a process to share opportunities with brand teams

- Stay current on the strategic digital landscape (consumers, competition, platforms, technologies) and organize knowledge sharing with marketing stakeholders

- Work with the design team for Collaterals and share inputs

- Know how to create storyboards for a marketing campaign

- Should have a bias for action and be self-motivated.

- Should have the ability to dabble multiple priorities and be willing to take challenges with ease

- Should be willing to work in a startup environment

- Should be creative and be willing to try new things without hesitation

- Interest in digital marketing and branding, preferably covering both agencies and marketers

- Strong, hands-on experience with digital and social media management for brands including social listening tools, capabilities, and reporting

- Capability to develop annual operating plans on digital for a portfolio of brands and partner with agencies to oversee the execution

- Capability to budget plan and run campaigns. Ensure end-to-end responsibility of campaigns and be able to present ROI and project reports.

- MBA is a plus, but not mandatory

- Good writing and content creation skill will be a big plus

**1. Senior Manager – 2 Positions**

* Ability to manage the team with high performance
* Experience in using tools, automation, and technology for Digital marketing
* Experience in using Account management and project management tools

**2. Account managers - 3 Positions**

* Individual contributor role
* Manage Multiple Accounts
* Marketing strategy and whole account management focused on Business and Digital goals

**3. Campaign managers - 2 positions**

**4. LinkedIn specialists - 2 positions**

**5. Google ads - 1 position**

· 15k to 30k plus incentives

· Coimbatore

* Interested candidates can drop their resumes to [**hr@brandmonk.biz**](mailto:hr@brandmonk.biz)