



## Digital Marketing Manager Job Description

<b>Company Name</b>	<a href="#">Purrrple Orryx DWC LLC</a>	<b>Website</b>	<a href="http://www.purrrpleorryx.com">www.purrrpleorryx.com</a>
<b>Location</b>	Work from Home	<b>Line Manager</b>	Ankur Agarwal
<b>Apply</b>	<a href="#">CLICK HERE</a>	<b>Salary Range</b>	TBC
<b>Start Date</b>	Immediate	<b>Benefits</b>	Salary, Paid leaves, Work From Home

The Digital Content Manager oversees the digital marketing strategy for the company and prospective clients.

### Benefits:

- Work from home — or from anywhere!
- Monthly Salary
- Monthly Payouts to your Designated Bank account.
- Healthy Commissions after 1 year tenure.
- Internal career opportunities over time.
- 20 days Paid Holidays a Year

### Duties of the Digital Marketing Manager include:

#### 1. Marketing Planning

- Identify tactics and recommend marketing mix for custom research and syndicated services that support company goals and result in sufficient qualified leads for sales ( including email, direct mail, conferences, PR and social media, etc)
- Plan lead generation campaigns
- Apply understanding of available media, approved product positioning, customer needs and hot buttons to develop/oversee the development of individual communication and campaign elements
- Identify prospect actions and responses [to programs/tactics] that indicate interest in services and readiness for sales
- Coordinate on the implementation and measurement of marketing tactics

#### 2. Develop Content for Marketing Campaigns

- Identify content needed to support marketing campaigns/tactics
- Run a Blog for the company which will help in educational resource of the product and market credibility
- Evaluate syndicated research content for fit for use in marketing communications
- Map content to Client customers based on their profile (wants/needs) and where they are within the buying cycle.
- Package content in a way that drives interaction with (includes copywriting/edit/design/formatting/repurposing)

- Select the most effective mediums for communicating packaged content
- Write customer communications that use voice of customer, include a relevant hook, subject line and call to action
- Assess the impact of message/content to improve campaign/communication effectiveness
- Manage Social Media channels for the company and clients including ORM.

### 3. Sales Collateral Development

- Oversee development of sales tools- ensure sales has required tools to move clients through the buying cycle and knows how to use them (includes emails for prospecting, promotional pieces, Presentation development etc).
- Oversee development of annual update of materials needed for renewal of syndicated products including corporate brochure (portfolio piece), research agendas, capabilities PPT decks (primers), and proposal templates

### 4. Marketing Operations

- Monitor marketing expenditures
- Curate content marketing library organize content so that it can be repurposed/reused
- Manage a planning calendar and ensure communication of status to sales and practice areas

Requirements of the role:

#### Education & Experience Required:

- Marketing, communication or related degree required, with MBA in marketing preferred
- 2+ years of marketing experience in Digital Marketing / PR **industry** experience in a role delivering or using market research- **required**
- Proven ability to think strategically and creatively from a business perspective.
- Excellent writing skills
- Strong organizing and planning skills
- Budget management
- Must have ability to work under pressure, meet deadlines, and work on multiple projects simultaneously
- Proficiency in MS Word, Excel, PowerPoint, Outlook
- Experience with creative/copywriting
- Ability to write in a variety of formats and styles for multiple audiences.
- Previous demand generation experience **required**
- Content/journalism/messaging experience preferred
- Experience with Hootsuite, Buffer or other marketing automation systems.

#### Eligibility:

Equipment Requirements:

- Has unlimited consistent fast internet connection.
- Full Time Electricity or backup for consistent functionality
- Has an updated computer or laptop that can handle design applications and multi-window workload.
- Office & any relevant softwares installed to accomplish your work.
- Be available to work FULL-TIME, 5 days a week - 8.30am to 5.30pm UAE/Dubai Time. (Monday to Friday).

Keep in mind that this position is for a FULL-TIME candidate.

At the moment we don't accept applications for internships, part-time, freelance or students.

At the moment WE DON'T ACCEPT APPLICATIONS focused only on animation, 3D artists, photographers or video editors.