



Proprietary TLC Relationship Management (P) Ltd

Job Title: Digital Marketing Head

Reporting To: _____

Job Purpose: To work with our Digital Marketing Consultants and internal teams to develop, execute and monitor digital marketing campaigns for our company across all digital channels.

Responsibility and Accountability

1. Coordination with various Service Providers on behalf of the company.
2. Ensure that all digital communication follows our and client brand standards.
3. Ensure that the marketing funds are committed to maximize the marketing impact to the target audience for every dollar spent.
4. Work closely with our management and tech teams to deliver the best output.
5. P&L and ROI responsibility

Competencies and prior Experience

1. Management of Websites, SEO, SMO, PPC, Content Marketing, E Mail, Mobile App.
2. Basic understanding of various technologies and keeping abreast with new innovation and changes in this space.
3. Ability to lead, coordinate, communicate and work across channels, regions and service providers.

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