

**Role** : **Deputy Manager-Digital Media**  
**Department** : **Marketing**  
**Qualification** : **Graduate, Masters will be preferred**  
**Experience** : **7 years**

### **Broad Responsibilities**

- To lead branding and marketing efforts using different digital media platforms and tools.
- Creates media-friendly content for various media platforms, including websites, social media, PR websites, partner sites, blogs, and other audience-facing channels.

### **Principal Responsibilities**

1. Organize and manage the production of all digital content, including websites, blogs, podcasts, infographics, videos, press releases, etc.
2. Assist social and digital media/PR/creative teams in deciding on media for various projects across various platforms.
3. Work with senior management to help develop integrated media campaign strategies.
4. Create brand-friendly content for media platforms.
5. Update content across various social media channels
6. Maintain and manage a consistent brand message across media platforms to improve the online presence of the institute.
7. Engage with followers and customers
8. Ensure all campaigns and content follow guidelines unique to different digital media platforms.
9. Resolve customer queries
10. Improve brand awareness using omnichannel strategies on platforms like YouTube, Facebook, Instagram, Twitter, and others.
11. Update the online media library consistently to meet industry trends and benchmarks.
12. Analyze campaign data and web traffic metrics
13. Create and keep track of ROI and KPIs across different functions of media campaigns.
14. Continually observe and gain insights from competitors' tactics.
15. Update the team with the latest digital media tools and technology, along with the latest design trends.
16. Strengthen relationships with social media influencers
17. Optimize content coming from content developers
18. Communicate with stakeholders and senior management
19. Regularly pull data from various data sources
20. Develop, manage and own Xoom's digital strategies, including online advertising, mobile marketing and digital partnerships for new customer acquisition
21. Responsible for management of web, mobile, and/or social media products across platforms
22. Manage data through all stages , including cleaning, transformation, upload into an internal database and validation
23. Perform analyses of and garner insights on digital media based on available data

24. Conduct and lead project definition activities including business requirement gathering, site assessment, competitive analysis
25. Independently tackle challenges related to SEM/Display/Paid Social campaigns
26. Develop an overall digital marketing strategy and see through campaign implementation
27. Source for and work closely with digital agencies to ensure the digital marketing objectives and strategies are clearly communicated and aligned
28. Keep a close eye on the competition, determine realistic benchmarks, and develop strategies to gain a competitive edge
29. Communicate on a regular basis with all relevant stakeholders including sales & marketing teams and IT department to ensure all digital efforts are fully synced up
30. Plan and manage budget across all digital channels and platforms
31. Track and measure the performance of all digital marketing channels and propose optimization initiatives to maximize marketing ROI
32. Keep abreast of the latest digital trends and continued advancements in digital technologies and marketing best practices
33. Constantly strive to discover and adopt emerging technologies, digital innovations, and new platforms and systems to optimize organizational productivity and effectiveness