

Position Type: Full-time, Regular

Location: Bangalore

Position Title: Senior Marketing Specialist

Job Description:

Working with Jamcracker means working with the best talent in the industry. Innovation, passion and commitment are the keys to our success. Jamcracker is a community of highly talented professionals who constantly explore the unknown and tread along a steep learning curve to achieve success for the company. If you are looking for a career that is interesting, technology-driven and fun-filled, come join us, and play an important part in the ever evolving world of cloud technology.

We are currently looking for a Senior Marketing Specialist who can join our marketing organization to drive outbound marketing efforts.

Job Duties:

- CRM database management: Maintain and update customer and prospect mailing lists, conduct targeted contacts research for running marketing campaigns
- Lead generation and nurturing: Collaborate with sales team to manage lead generation campaigns; nurture marketing leads to convert them into sales opportunities
- Marketing programs: Drive mailing campaigns for webinars, market segment targeted sales campaigns, etc. and report results
- SEO: Run SEO and keyword analysis tools periodically on the website and work with website development team to incorporate feedback that will boost website's SEO rank
- Website analytics : Gather, analyze and report website visitor and leads data trends using analytics tools such as google analytics and leadformix
- Website content updates: Team up with UX and website development team to update website design, layout and content. Familiarity with Drupal a PLUS
- Content research: Research on popular industry keywords and keep an eye on major industry developments to come up with engaging newsletter content
- Collaterals support: Team up with graphics designer to build pretty graphic template for a wide range of marketing collaterals and beautify collateral content
- Presentation content: Create effective PPTs with attractive graphics (like haze) and beautify customer facing presentation content
- Social Media – Manage social media outreach via Twitter, LinkedIn by sharing interesting content and by following and engaging influencers; drive brand awareness campaigns

Required Skills:

- Bachelor/Masters degree in Marketing, computer engineering background a PLUS
- 5+ years of digital marketing experience in technology industry
- Experience in the cloud market a BIG PLUS
- Knowledge of website analytics and marketing automation tools for lead generation and campaign management a MUST

- Good grammatically correct written English skills is a MUST
- Highly creative individual with excellent written and graphic communication skills
- Expert user of MS office tools, especially PowerPoint and Excel
- Analytical mind with ability to analyze large amounts of data and discern trends using Excel charts
- Intelligent, enthusiastic and self-motivated
- Confident and dynamic personality who can thrive in a fast paced start-up environment