

Marketing Manager – Social & SEO

We are seeking a **hands-on Marketing Manager** to lead our Social Media and SEO teams, drive brand visibility, and execute high-impact digital initiatives. The ideal candidate excels in brand-building, content strategy, and performance-led organic growth.

Key Responsibilities

- ♦ **Team Leadership** – Manage and mentor Social Media & SEO teams; ensure timely, high-quality output.
- ♦ **Brand Building** – Develop and execute a strong social media branding strategy across platforms.
- ♦ **Content & Social Strategy** – Oversee content calendars, campaigns, engagement, and influencer partnerships.
- ♦ **SEO Management** – Guide SEO roadmap, keyword strategy, content optimization, and technical SEO initiatives.
- ♦ **Hands-On Execution** – Actively contribute to content ideas, campaign execution, trend research, and on-ground tasks.
- ♦ **Analytics & Reporting** – Track rankings, engagement, traffic, and brand performance.
- ♦ **Cross-Functional Collaboration** – Work with design, content, and product teams for unified brand messaging.

Key Skills

- ✓ Strong understanding of Social Media & SEO fundamentals
- ✓ Brand-building & storytelling ability
- ✓ Content strategy & copy oversight
- ✓ Hands-on execution mindset
- ✓ Knowledge of analytics tools (GA4, Search Console, social insights)
- ✓ Creative thinking and trend awareness
- ✓ Team management & coordination
- ✓ Strong communication and presentation skills
- ✓ Ability to work in a fast-paced, multi-project environment

Requirements

- ✓ 3–7 years of digital marketing experience with direct exposure to Social Media & SEO
- ✓ Proven experience in brand-building across digital channels
- ✓ Strong analytical and creative skills
- ✓ Prior team-handling experience preferred