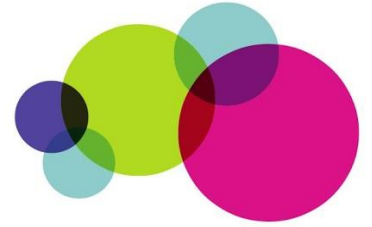


Marketing Manager

GRG India is a leading provider of end-to-end loyalty management services in India. Our business provides solutions to engage, motivate and Reward people. We offer a mix of both SAAS products and bespoke solutions to help our clients engage and incentivize their employees, customers, and channel partners. Our clients include some of India's top brands across BFSI, FMCG, Construction, IT, Agro Chemicals, and Automotive industries. Some examples of our products are:

- Buzzz – a comprehensive Reward and social recognition product for employee engagement that helps drive performance and innovation at the workplace. It is designed to empower business, from accelerating employee engagement to helping appreciate good work and motivating employees to deliver on business objectives.
- My Incentives – Gamified incentive platform to drive performance for sales teams and channel partners.
- My Supercheques - Dynamic and scalable Reward platform designed to incentivize and recognize in real-time by issuing digital e-codes. This can be used for promotions and as a quick and easy Reward for Employees and Channel as well. Employees can turn their e-codes into digital or physical gift card Rewards

We expect you to play a critical role in developing the go to market strategy for our products. You will be responsible for all marketing activity, more specifically, identifying, developing and acquiring new leads and creating brand awareness. In addition to having a successful presence on relevant social media, you will also demonstrate a proactive approach to creating the right opportunities to grow our business. It is essential that you are a focused performer who is in the habit of achieving objectives assigned.



Reports to

Sales Head

3 best things about the job

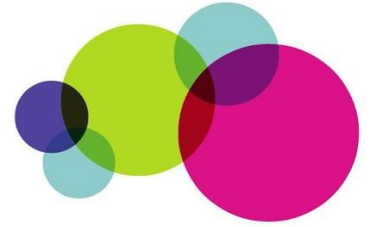
- Work in a rapidly evolving industry where scalable tech products have a huge impact
- Have complete ownership of marketing activities and grow your team over time.
- Potential for the role to evolve into a leadership role.

Measures of success

- Website traffic growth
- Visitor-to-lead conversion rate
- Sales-qualified leads generated
- Opportunities (or pipeline revenue) generated
- New customers generated
- Revenue generated

Responsibilities of the role

- Brainstorm new and creative growth strategies. Develop, implement and execute a growth strategy to drive B2B customer acquisition across multiple channels and initiatives
- Growth hacking through LinkedIn and other online platforms.
- Identify technical hacks/integrations that can drive strong growth in a short period of time
- Hands-on expertise in paid/organic traffic sources including SEO/SEM/LinkedIn/Email/Other paid media
- Must have expertise in using various digital platforms like Adwords, Facebook, Ad networks, Google Analytics, LinkedIn Ads, Zoho campaigns, etc.
- Brand building through campaigns, effective communication and community-building activities etc.
- Executing campaigns (lead nurture campaigns, drip campaigns)
- Gather, analyze and derive actionable insights from various data sources.



What you will need

- You are self-motivated and have high levels of energy about what you do and the products you are presenting
- Creative mind set and great communication skills
- A great balance of business and marketing acumen along with understanding of technology and SaaS products
- A strong bias for using relevant analytical tools and taking data-driven decisions
- Ability to work with multiple internal and external stakeholders

