



<https://govhelp.in/job/ford-motor-recruitment-2023-free-job-alert-marketing-manager-post/>

## Ford Motor Recruitment 2023 – Free Job Alert – Marketing Manager Post

**Hiring organization**  
Ford Motor

### Job Location

India  
Remote work from: IND

**Date posted**  
July 14, 2023

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**Valid through**  
31.12.2023

### Base Salary

Rs. 10,000 - Rs. 16,000

APPLY NOW

### Qualifications

12th Pass, Graduation.

### Employment Type

Full-time

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[Fresher and Experience Candidates Required: Click Here to Apply Now!](#)

### Description

## Ford Motor Recruitment 2023

As a Marketing Manager, you will play a crucial role in supporting the coordination and execution of various activities and projects within an organization. Your responsibilities will involve facilitating communication, organizing resources, and ensuring the smooth flow of operations. Your strong organizational skills, attention to detail, and ability to work collaboratively will contribute to the successful completion of tasks and the achievement of organizational goals.

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### Ford Motor Jobs Near Me

### Responsibilities:

- Develop and implement content marketing strategies aligned with brand objectives.
- Create and manage a content calendar to ensure timely and relevant content delivery.
- Conduct market research and analyze industry trends to inform content planning.
- Collaborate with cross-functional teams to understand the target audience and campaign objectives.
- Generate creative ideas for content across various platforms, including social media, blogs, videos, and websites.
- Write, edit, and proofread content to ensure accuracy, consistency, and

brand voice.

- Optimize content for search engines and user engagement.
- Monitor and analyze content performance using analytics tools.
- Stay updated on industry best practices and emerging content trends.
- Manage external content creators and agencies.

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#### **Ford Motor Careers**

#### **Qualifications:**

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- Proven experience as a Content Marketing Manager or in a similar role.
- Strong understanding of content marketing principles and strategies.
- Excellent written and verbal communication skills.
- Proficiency in creating and editing content for various channels.
- Knowledge of SEO best practices and content optimization techniques.
- Familiarity with analytics tools and metrics to measure content performance.
- Creative mindset and ability to think strategically.
- Strong project management and organizational skills.

**Important Links** Automotive industry experience is a plus.