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Mankind Pharma Hiring Candidates – Job Vacancy – Content Marketing Manager

Hiring organization
Mankind Pharma

Job Location

India
Remote work from: IND

Date posted
January 19, 2024

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Valid through
31.08.2024

Base Salary

USD. 11 - USD. 19

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Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Mankind Pharma Hiring Candidates

As our Content Marketing Manager, you will play a crucial role in shaping our brand narrative and driving engagement through compelling content. You will be responsible for developing and executing a comprehensive content strategy across various channels, including our website, social media platforms, and email campaigns.

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Mankind Pharma Careers

Responsibilities:

- **Developing and executing a comprehensive content strategy:** This includes identifying target audiences, creating content calendars, and selecting the most effective channels for content distribution.
- **Writing engaging and informative content across various formats:** From blog posts and website copy to social media captions and email newsletters, you will be the voice of Mankind Pharma, ensuring your content is clear, concise, and impactful.
- **Staying ahead of the curve:** Staying informed about the latest trends and best practices in content marketing is essential. You will be responsible for identifying new opportunities to connect with our audience and keeping our content fresh and relevant.
- **Measuring and analyzing content performance:** Regularly tracking and

analyzing key metrics will be crucial for optimizing your content strategy and ensuring you are achieving your goals.

- **Collaborating with cross-functional teams:** You will work closely with other departments like marketing, sales, and product development to ensure your content aligns with overall business objectives.

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Mankind Pharma Jobs Near Me

Skills:

- Bachelor's degree in English, Communications, Marketing, or a related field.
- Minimum 3 years of experience in content marketing, preferably within the healthcare industry.
- Strong writing and editing skills with a passion for crafting engaging narratives.
- Excellent understanding of SEO principles and best practices for content optimization.
- Proven track record of developing and executing successful content marketing campaigns.
- Proficient in using content management systems (CMS) and social media platforms.
- Excellent communication and interpersonal skills.
- Ability to work independently and manage multiple projects simultaneously.

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