



<https://govhelp.in/job/meesho-job-vacancy-free-job-alert-marketing-coordinator-in-meesho/>

## Meesho Job Vacancy – Free Job Alert – Marketing Coordinator in Meesho

**Hiring organization**  
Meesho

### Job Location

India  
Remote work from: IND

**Date posted**  
January 27, 2024

**Valid through**  
31.08.2024

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### Base Salary

USD. 11 - USD. 20

APPLY NOW

### Qualifications

12th Pass, Graduate

### Employment Type

Full-time

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### Description

## Meesho Job Vacancy

As a Marketing Coordinator, you'll be a key player in crafting and executing impactful marketing campaigns that drive reseller engagement and Meesho's brand awareness. You'll have the opportunity to experiment with creative ideas, collaborate with diverse teams, and see your work directly contribute to the success of our resellers and platform.

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### Meesho Careers

#### Responsibilities:

- Develop and implement engaging content for various digital platforms (social media, blog, email) to attract new resellers and nurture existing ones.
- Support campaign execution from ideation to post-campaign analysis, including copywriting, graphic design, and performance tracking.
- Collaborate with cross-functional teams (product, seller ecosystem, community) to ensure seamless campaign integration and alignment with broader marketing goals.
- Stay updated on industry trends and competitor strategies, identifying opportunities to optimize Meesho's marketing approach.

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##### **Skills:**

- Excellent written and verbal communication skills, with a knack for storytelling and crafting compelling content.
- Strong understanding of the digital marketing landscape, including social media marketing, email marketing, and content marketing.
- Proficiency in content creation tools (Google Docs, Canva, etc.) and basic knowledge of analytics platforms.
- Ability to work independently, manage multiple tasks effectively, and meet deadlines.
- Passion for e-commerce and a deep understanding of the Indian reseller market would be a bonus.

##### **Tags:**

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