

PhonePe Jobs 2023 – Jobs Near Me – Content Marketing Manager Post

Hiring organization
PhonePe

Job Location

India
Remote work from: Brazil

Date posted
May 26, 2023

Valid through
31.12.2023

Base Salary

USD. 12,000 - USD. 17,500

APPLY NOW

Qualifications

12th Pass, Graduate.

Employment Type

Full-time

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Description

PhonePe Recruitment 2023

As a Content Marketing Manager, your primary responsibility will be to develop and execute content marketing strategies that align with the organization's goals and objectives. You will play a crucial role in creating compelling and relevant content to attract and engage target audiences, drive brand awareness, and support lead-generation efforts. Your ability to develop and distribute high-quality content across various channels, analyze content performance, and collaborate with cross-functional teams will be essential for success in this role.

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PhonePe Careers

Responsibilities:

1. Content Strategy Development:

- Develop and implement a comprehensive content marketing strategy aligned with marketing goals and target audience.
- Conduct audience research and competitor analysis to identify content opportunities.
- Define content themes, topics, and formats based on customer personas and buyer's journey.
- Establish content distribution channels and optimize for maximum reach and engagement.
- Stay updated on industry trends and emerging content marketing practices.

2. Content Creation and Curation:

- Create high-quality, engaging, and SEO-friendly content, including blog posts, articles, ebooks, whitepapers, infographics, videos, and social media posts.

- Collaborate with subject matter experts, copywriters, and designers to develop content assets.
- Curate relevant and valuable content from internal and external sources.
- Ensure consistency in tone, style, and messaging across all content.

3. **Content Distribution and Promotion:**

- Develop and execute content distribution plans to maximize content reach and visibility.
- Leverage various channels, including website, blog, social media, email, and third-party platforms, to distribute content effectively.
- Optimize content for search engines and implement SEO best practices.
- Utilize paid advertising and promotional strategies to amplify content reach.
- Monitor content performance, engagement metrics, and user feedback.

4. **Lead Generation and Conversion:**

- Develop content assets and campaigns to support lead-generation efforts.
- Implement lead capture mechanisms and optimize landing pages and forms for conversions.
- Collaborate with marketing automation and CRM teams to nurture leads through targeted content.
- Analyze the content impact on lead generation and conversion rates.
- Collaborate with sales and marketing teams to align content with sales funnel stages.

5. **Analytics and Reporting:**

- Track and analyze content performance using web analytics tools, social media analytics, and other relevant platforms.
- Generate reports on key content metrics, such as traffic, engagement, and conversion.
- Provide insights and recommendations for content optimization and improvement.
- Monitor industry benchmarks and content marketing trends.

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PhonePe Jobs Near Me

Qualifications:

- Bachelor's degree in marketing, communications, journalism, or a related field (or equivalent experience).
- Proven experience in content marketing, including strategy development and content creation.
- Excellent written and verbal communication skills.
- Strong storytelling and creative thinking abilities.
- Proficiency in content management systems (CMS) and digital publishing platforms.
- Familiarity with SEO best practices and keyword research tools.

Important Links

Find the Link in [Apply Now](#) Button

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