



Email: grow@ecommasters.in
Visit Us: www.ecommasters.in

Job Title	Content Marketing Manager
Function	Marketing
Education	Bachelors/Masters in Mass Communication
Experience	4-5 yrs Content Writing Experience, Ecommerce is Plus
Location	WFH (should be open to relocate)

Company Overview

EcomMasters was founded by a team of IIT-IIM marketing professionals, with a vision to propel growth for D2C brands & established offline brands. We are passionate about driving consistent ecommerce sales for our clients across multiple platforms. We work with brands as experts to build a bespoke integrated ecommerce marketing funnel, thereby delivering great ROIs across brand websites as well as marketplaces like Amazon and Flipkart.

Job Description

This role is a part of the Content and Social Marketing team at EcomMasters, responsible for content creation and acquisition for all our clients. This team works across all channels to drive buzz-worthy innovations via content for our clients.

This role is responsible for owning the content and social media charter for our clients. This role will be responsible for acquiring content, building and managing the influencer charter and managing the social media handles for client brands.

Responsibilities

- Own and manage the social media calendar for clients; plan for and execute aggressive growth on all possible channels relevant to the brand vertical.
- Build a robust Influencer program for clients and manage it on a daily basis
- Build content at scale for the client's business via influencers and content strategy to drive growth on the social media platforms and digital channels for the brand's verticals.
- Anchor the communication and content + social charter for the vertical for sale events + brand and collection launches

Qualifications & Experience

- 2+ Years of experience in content creation and delivery for e-commerce brands
- 2+ years of experience in managing social media accounts of multiple brands
- 2+ years of experience in managing influencers and building influencer programs
- Digital Marketing Agency Background in D2C ecommerce brands and digital platforms or digital content creation is a plus.

Why join us?

- If you have the aspiration to grow and develop as a leader in parallel to a multifold growth rate of a start-up then you should join us.
- If you wish to be a part of core group working directly with founders from IIT/IIM, then this is the perfect opportunity for you
- If you like challenging assignments and deliver a strong ROAS for clients irrespective of their industry, then you should consider this assignment.

Contact

Send your CVs to : grow@ecommasters.in