



White Globe

White Globe is a leading Language Service Provider offering Translation & Localisation services in more than 300 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of two years White Globe is already servicing more than **1250 clients** across the globe including several **Fortune 500** Companies. In the last two years, White Globe has won several Industry leading awards like ***“The Company of the Year 2018 by Silicon India” and “The Most Admired Language Service Provider in India, 2018 by Insight Success and “CEO of the Year 2019” by Business Connect***

White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professional. White Globe offers a dynamic work environment to encourage innovative thinking and honing one’s leadership skills

The Digital Marketing Manager will create Social Media marketing strategies to create a brand name and raise awareness and will identify trends and insights, and optimize spend and performance based on the insights. Also, he/she will track the conversions and improve the percentages and numbers. He/She will manage content for Social Media platforms, Website, Blogs and ad copies. The incumbent will utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

He/She will brainstorm new and creative growth strategies, collaborate with internal teams to create landing pages and optimize user experience and give suggestions on user experience on the company’s website/ App (Includes design, content and usability)

To meet its growing business needs, White Globe is looking for young, enthusiastic and experienced Digital Marketing Manager to join our team to lead integrated digital marketing campaigns from concept to execution. Digital marketing manager will work with the other supporting teams and vendors to launch campaigns on time and on budget.

The candidate is expected to be a Domain expert who can understand the current Industry dynamics and Eco System and visualize the future developments to develop innovative services and products.

The organization follows an objective method of assessment of performance with key deliverables assigned specific weightages and a score card of performance being published every fortnight. White Globe is high-growth company growing at a very fast pace globally. White Globe is a Equal opportunity Employer and offers very competitive compensation and with excellent growth prospects to all its high-performing employees.

Please visit: www.whiteglobe.co.in

POSITION DESCRIPTION SUMMARY

Function: Multilingual Digital Marketing Services- LOB

Location: : Mumbai



Position Title: Digital Marketing Manager	
Reporting To: Head- Localisation LOB	
I) Position Summary	
<u>Key Objective / Purpose of the Job:</u> The Digital Marketing Manager is expected to plan and execute Web, SEO/SEM, ORM, marketing database, email, social media, and display advertising campaigns. He/ She will develop, execute, monitor and manage all aspects of paid performance marketing channels (SEM, Display, Affiliate, Email, Social, etc.) including the development of test plans, creative development, vendor management and campaign execution and analysis.	
b) Major Activities	
<ul style="list-style-type: none"> ◆ Plan and execute all digital marketing, including SEO/SEM, ORM, marketing database, email, social media and display advertising campaigns ◆ Design, build and maintain our social media presence ◆ Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) ◆ Identify trends and insights, and optimize spend and performance based on the insights ◆ Brainstorm new and creative growth strategies ◆ Plan, execute, and measure experiments and conversion tests ◆ Collaborate with internal teams to create landing pages and optimize user experience ◆ Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points ◆ Instrument conversion points and optimize user funnels ◆ Collaborate with agencies and other vendor partners ◆ Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate ◆ Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate. ◆ Collaborate with vendor partners ◆ Increase the lifetime value of users through execution of a new Digital Communications Strategy using e-mail marketing, push notifications and in-app messaging. ◆ Creating strategies to increase online traffic (revenue) to the organizations website/ App. ◆ Collecting and evaluating customer feedback data. ◆ Evaluating competitors Digital Marketing strategies and creating plans to overtake them. ◆ Evaluating customer research, market conditions and competitor data. ◆ To carry out market research and surveys to asses demand, brand positioning and awareness. ◆ Planning, Budgeting & ROI Forecasting across Digital platforms. 	
II) Person Specification:	
a) Essential Qualifications:	◆ Bachelors/Masters degree in Advertising or marketing or a related field
b) Requisite Skills:	



<p>➤ <u>Technical</u></p>	<ul style="list-style-type: none"> ◆ Proven working experience in digital marketing ◆ Demonstrable experience leading and managing SEO/SEM, ORM, marketing database, email, social media and/or display advertising campaigns ◆ Experience in optimizing landing pages and user funnels ◆ Experience with A/B and multivariate experiments ◆ Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture) ◆ Working knowledge of ad serving tools (e.g., DART, Atlas) ◆ Experience in setting up and optimizing Google AdWords campaigns ◆ Working knowledge of HTML, CSS, and JavaScript development and constraints ◆ Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate (WebTrends) ◆ Strong analytical skills and data-driven thinking ◆ Up-to-date with the latest trends and best practices in online marketing and measurement ◆ SEO, PPC, Google AdWords, Content Management Systems, Photoshop, InDesign, Facebook, Twitter, Microsoft Office
<p>➤ <u>Behavioral</u></p>	<ul style="list-style-type: none"> ◆ Strong Written and Verbal Communication Skills ◆ Self Motivated ◆ Excellent customer service skills ◆ Able to lead and mentor a team ◆ Have interpersonal skills to deal effectively with all business contacts ◆ Professional appearance and demeanor ◆ Strong Attention to Detail ◆ Work varied shifts, including weekends and holidays ◆ Able to effectively communicate in English, in both written and oral forms



	<ul style="list-style-type: none"> ◆ Can manage multiple projects at once, strong in multitasking while ensuring client needs are being met and responded to in a timely manner ◆ Enjoys collaborating with a team to build solutions from the ground up ◆ Must be client focused and provide excellent customer service at all times ◆ Excellent written and verbal communication skills ◆ Ability to multitask and juggle multiple projects at once and prioritize effectively ◆ Understands and can confidently control client, scope, schedule, and budget ◆ Strong organizational skills and ability to closely track project scope, budget and milestones ◆ Must be able to work effectively in a fast-paced environment ◆ Must have the ability to adapt to changes in equipment, software and workflow ◆ Experience with client reviews and feedback management ◆ Experience in working in a corporate environment ◆ Ability to handle high pressure situations ◆ Ability to network extensively and build potential contacts ◆ Ability to maintain company image and effectively manage customer expectations
<p>c) <u>Work Experience</u></p>	<ul style="list-style-type: none"> ◆ 3-6 years of Experience in the area of Digital Marketing