

**TITLE** : **Manager**  
**DEPARTMENT** : **Digital Marketing**  
**REPORTS TO** : **Associate Head – Digital Marketing**

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### **General Responsibilities:**

- Plan & Execute the Digital Marketing activities for the company based on goals and budgets.
- Use the best tools & platforms to reach out to the target audience.
- Ensure optimum performance of each platform and smooth functioning of each Digital Marketing Tool.
- Should be well versed in the departmental BRISOP (Brand Rosetta Integrated Standard Operating Protocols).

### **Specific Responsibilities:**

- **Lead Generation** - Customer Acquisition Campaigns across Digital Platforms to generate a steady flow of qualified leads for the Club Rosetta Membership Programme and Resort Bookings. These will be Performance based digital ad campaigns that can be run on various Digital Ad Platforms like Facebook, LinkedIn, Twitter, Google Display Network (GDN), Quora & YouTube as well as Native Ad Platforms like Times Colombia, Outbrain, Taboola, Yahoo etc.
- Day to day follow up and management of all digital marketing campaigns needs to be done by the Digital Marketing Manager.
- 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
- Plan, execute, and measure experiments and conversion tests
- **Design** - To get all the digital marketing creatives/collaterals designed by the in house graphic designer as well as give content/ brief wherever required for the ads/creatives.
- To ensure all Digital Marketing Campaigns are running smoothly and all backend integrations are in place.



- **Brand Awareness Marketing Campaigns** - To constantly come up with ideas to increase brand awareness using popular promotional activities like Digital Display Ads, Emailers Campaigns, SMS promotion, Digital PR, SEO, Social Media Management, Online Reputation Management (Review management) & 3rd Party Tie Ups, Cross Promotional Activities, Influencer Campaigns and more.
- **Social Media Management** - Design, build and maintain the social media presence for the brand. To manage all the social media profiles of the brand and keep them up to date with updated information. To ensure that all social media profiles are active in terms of posting with an effective social media strategy as well as promptly manage all queries/comments that come on the profiles.
- The Digital Marketing Manager has to find tools and software that help in a more efficient work flow and analytics of activities carried out for better reporting.
- **CRM Software** - To ensure that the customer information in the CRM Software is captured & maintained properly and should be able to generate relevant reports from the CRM software. To ensure all lead information along with UTM parameters are correctly captured into the CRM Software.
- **Database Management** - To ensure the existing database of customer leads are up to date, to create relevant lists for marketing retargeting and do a regular hygiene check of the customer database.
- **Website Updation** - To overlook and coordinate any updations to be done on Rosetta website, Ferns Website or the Rosetta Landing Page. To constantly work on activities to drive more traffic to the Rosetta website through various online advertising channels. The digital marketing manager needs to ensure all web pages are functioning smoothly.
- **Invoices** - To ensure all vendor invoices are vetted, duly signed and submitted to the Finance teams in time and to also follow up for clearance of all vendor payments.
- **Reporting** - To submit weekly reports on the performance of all digital marketing activities carried out and evaluate conversion percentages for better marketing decisions.
- **Analytics** - To regularly generate relevant Google Analytics reports to find out traffic sources, relevant target segments and effective marketing campaigns.



## Tech Requirements

- Experience in optimizing landing pages and backend integration know how.
- Experience with A/B Testing and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- 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

## JOB SPECIFICATION

Knowledge & Skills	Disposition /Personality
Bachelor's Degree in Marketing	Determined & Enthusiastic
Excellent communication skills	Self-motivated
Thorough knowledge of all Digital Media platforms	Strong analytical skills and data-driven thinking
Strong Technology Know How	Multitasker
Bachelor's Degree in Marketing	Determined & Enthusiastic

We expect all our associates to work in harmony and cohesion with other departments as well as colleagues from other group companies.

The organization shall reserve the right to depute your services between departments and between group companies. The Human Resource's team shall at all points be sensitive towards your aspirations and endeavor to manage your skills and aptitude in accordance to them.

<b>Name</b>	
<b>Signature</b>	
<b>Position</b>	
<b>Date</b>	

### Signature

I have read/reviewed and have asked any questions necessary to understand the contents.

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