

Job Profile:

1. Website Management
 - Maintains the hygiene of the website and ensures content is accurate, dynamic and relevant for the site
 - Keeps a track of domains (procurement), servers, renewals and is comfortable with Joomla
 - Keeps a track on new trends and innovations and is able to judiciously take a call on what can and should be implemented
 - Maintains an active channel of communication amongst all stakeholders across the country
2. Social Media Marketing
 - Develops and implements Social Media Marketing initiatives to keep the handles dynamic and engaging.
 - Ensures that the hygiene of social media properties is exceptional and daily activities are managed well
 - Plan and execute social media campaigns to achieve specific business needs
 - Responsible for development and maintenance of online content that generates interest and engagement
 - Interacts with users on the social handles, encourages participation, and converts them into active members/ leads
 - Maintains the blog and executes online advocacy campaigns with the online community.
3. Online Reputation Management
 - Work on listening/ ORM tools
 - Strategize and implement actionable insights based on the data collected
4. SEO
 - Supervise the activities aimed at proper and sustained SEO to achieve the objective
5. SEM & Lead Generation campaigns
 - Strategizes, implements, supervises and reports on the various campaigns aimed at procuring qualified leads.
6. Email/ Mobile Marketing
 - Explore innovative communication and plans for mobile or email marketing
 - Develop a sustained and relevant email marketing strategy for internal and external audience
 - Periodically be involved in CRM initiatives within the organization
7. Content Development
 - Online/offline content creation to promote and market Nova's web properties.
 - Maintains channel of communication between designated doctors/ allied clinical staff in getting medical content vetted, and generating fresh and relevant content

8. Database Maintenance

- o Accurate categorization, updation and maintenance of the various leads, patients, employees, doctors for focussed modes of communication as and when the need arises

9. Additional Responsibilities:

- o Vendor management
- o Report generation including analysis of digital activities and recommendations on way forward
- o Evaluate different digital marketing proposals to see if it will help achieve the objective.

Candidate Qualifications:

Minimum Qualifications

- MBA or Masters in Marketing/IT/Digital Marketing with relevant work experience
- 3-5 years+ experience in Digital Marketing
- Must have excellent written and verbal communication skills

Additional Profile Characteristics Desired

- Must have excellent account management skills
- Must be able to multitask and manage several projects well
- Must be well organized, thoughtful, proactive and assertive
- Should be able to work under pressure