

Title:	Associate Director Digital Marketing
Location:	Hyderabad
Job Description:	<p>Medvarsity is the leading online medical certification and training company with presence across 8 locations in India and students across India, Middle East, Africa and South East Asia. We are looking at expanding our digital marketing capability to increase our reach as a brand and to drive higher quality of leads across all our channels.</p> <p>We are looking for a head of Digital Marketing who will set up and manage a team of digital marketers, data analysts and graphic designers. This position is part of the marketing group and will report into the Director of Marketing.</p>
Key Responsibilities:	<ul style="list-style-type: none"> • Recruit and manage a team of 5-7 people within the digital marketing function. The team will carry the core responsibility of driving increased lead volumes across multiple products. • Own lead volume and conversion targets for the group and drive highest results through aggressive budget management. • Manage all paid B2C digital marketing channels including Google, facebook, twitter, LinkedIn, etc and drive higher web traffic through SEO and SEM strategies. • Develop and manage content marketing, community management and remarketing strategies to establish brand awareness across the target markets. • Act as a project manager for specific development projects across group companies including development of new website(s) and digital marketing services. • Establish key metrics for digital marketing function to drive business results
Experience:	<ul style="list-style-type: none"> • Post Graduate degree in marketing with recognized certification in Digital Marketing. • Proven work experience of 7-10 years in digital marketing • Demonstrated experience in target audience identification and creating campaigns that engage and inform the same. • Experience in optimizing landing pages, user funnels and lead nurturing. • Solid knowledge of web analytics tools • Functional knowledge of HTML, CSS and other web development tools and constraints. <p>Proven experience in identifying, recruiting and managing high performance teams</p>
About the Company:	<p>Medvarsity Online Ltd. is part of Apollo Hospitals, Asia's largest healthcare company. As India's first virtual medical university, Medvarsity was established in April 2000, to provide cutting edge medical education to medical professionals in India.</p> <p>With over 5000 active learners on our platform and course accreditation by leading global partners, Medvarsity is a leader in the medical certification training in the region. This role is based out of the leafy Apollo Health City campus at the heart of Hyderabad and access to some of the best minds in health care in the country.</p>