



Position	Marketing Head
Job requirements	<p>Brand Custodian for the organization which includes Brand positioning/ communication PAN India.</p> <ul style="list-style-type: none"> ✓ Develop strategies that increase traffic, demand and conversion. ✓ Own the Marketing (Online and Offline) strategies that complement the company's efforts. ✓ Provide expertise in developing and adapting strategies for SEM/SEO, Affiliate Marketing, Personalization, E-mail Marketing, Customer Acquisition and Retention, Social Engagement and Brand Media ✓ Shall provide the Marketing support to the entire stakeholder to help acquisition and retention of existing and new customers. ✓ Partner with all business functions to develop strategy and tactical implementation of marketing initiatives ✓ Defining success metrics and reporting needs for campaigns. ✓ Provide direction and directives support staff in the performance of their duties, establishing work priorities, and in achieving company initiatives.
About Magicbricks.com	<p>Magicbricks.com is India's No 1 Property Site and has been adjudged as the most preferred site in India, by independent surveys. We provide a platform for buyers & sellers to locate properties of interest & source information on real estate that can be of use to all.</p> <p>At Magicbricks, we are 'powered by astuteness and driven by values'. We make sure that our employees are well taken care of. We ascertain that their hard work and perseverance are the driving force behind our success, and we continually look for additional ways to reward them. We are growing and always in search of new talent. If you are driven by challenging work & eager to learn more, we would like to hear from you!</p>
Mandatory Skills	<ul style="list-style-type: none"> ✓ Proven capability of driving large scale marketing campaigns and new age marketing platforms ✓ Hands-on expertise paid / organic traffic sources including SEM / Social / Other paid media ✓ Exposure to tech-environment - should have experience in launching online marketing/ offline marketing campaigns from the scratch if required ✓ High on analytical skills and derive actionable insights from a lot of data

	<ul style="list-style-type: none">✓ Highly proficient in handling and driving campaigns✓ Role requires a strong understanding of effective marketing strategies across all major areas of marketing to build customer loyalty✓ Premier institute✓ Preferred-Dot Com or FMCG industry
Work Experience	Minimum of 8 - 10 years of relevant work-experience.
Contact Person	Interested Candidates, may forward their resume to Ms. Monika Narwal, HR on " monika.narwal@timesgroup.com ."