

**Designation:** Digital Marketing Manager

**Location:** Bangalore (on-site)

**Minimum Experience:** 5 years

**Experience of working on digital projects in Healthcare or Pharma Sector is mandatory.**

This position will report to Head of Digital Marketing and Corporate Communications. To work in tandem with all other relevant departments, follow the SOP and workflows for Digital Marketing Strategy and Corporate Communications in all formats.

### **Skills Required**

- Experience of working in Healthcare or Pharma sector is mandatory
- Proficient in planning, buying, and optimizing media for customer acquisition via social media, SEO, SEM, display advertising, affiliates, and email.
- Experience with tools like Zoho CRM, IQVIA, Google Analytics, SEMrush, etc.
- Skilled in deploying and analyzing KPIs using tools like Google Analytics, Tableau, and Power BI to measure campaign effectiveness and optimize ROI.
- Strong understanding of brand management and evolving HCP and patient needs.
- Excellent project management skills for supporting media planning and campaign execution.
- Knowledge of the evolving digital space, emerging technologies, channels, and platforms relevant to the pharmaceutical industry.

### **Job Responsibility**

- Assist in developing and contributing to the long-term digital marketing roadmap.
- Support digital adoption and customer-centricity efforts by leveraging strong business acumen and awareness of the external landscape.
- Understand brand management and evolving HCP and patient needs.
- Possess in-depth knowledge of the digital space and emerging technologies, channels, and platforms in the pharmaceutical industry.
- Help develop customer journeys, content models, and digital channel mix for robust omnichannel programs.
- Assist in identifying and deploying analytics frameworks and KPIs to measure digital campaign effectiveness and optimize ROI.
- Support media planning and buying for all digital platforms, utilizing analytical skills to deploy KPIs.
- Assist in performance marketing initiatives, including planning, buying, and optimizing media for customer acquisition via social media, SEO, SEM, display advertising, affiliates, and email.
- Provide data-driven insights to support better decision-making in marketing campaigns.
- Collaborate with PMT, CRM, Sales, and Training teams to develop modules that drive campaigns.
- Advocate for digital solutions aligned with brand and therapy strategic objectives.
- Monitor, track, and report on the performance of digital marketing initiatives, including competitor benchmarking.
- Assist in managing third-party digital agencies and health-tech partners, providing direction in the development and execution of the digital marketing strategy.