

Post Vacant	Digital Marketing Expert
Job Description / Responsibilities	<ul style="list-style-type: none"> <li>• Responsible creating client communications with inputs from other stakeholders.</li> <li>• Helping other stake holders with creatives for online customer Engagement, platforms, product promotion</li> <li>• Managing all social media channels for the company</li> <li>• Responsible for tracking opening rate of communications and social media posts</li> <li>• Responsible for managing the communication and social media campaigns in a stipulated budget</li> <li>• One point contact for Campaign drive for BOBCAPS for various stake holders like product, digital, operation, compliance or IT</li> <li>• Handling the customer service team</li> <li>• Overseeing the content for core website</li> <li>• Coordinating with the bank creative team</li> <li>• Coordination with all stake holders and vendors</li> </ul>
Job specific skills	<p>Applicants should have –</p> <ul style="list-style-type: none"> <li>• Considerable multi-tasking extreme attention to detail required, and pressure to meet deadlines.</li> <li>• Working collaboratively and cross-departmentally</li> <li>• Should be sales oriented</li> <li>• Should have understanding of broking related rules and regulation</li> <li>• Should have worked on social media platforms/ Agencies</li> <li>• Should have understanding of SEO/SEM</li> <li>• Sound understanding of designing /HTML/ Photoshop or other design tool</li> <li>• Proven ability to develop and maintain effective relationships with internal and external stakeholders, community members, representatives of government offices etc.</li> <li>• Prior work experience in Retail &amp; Institutional Broking products and services, Wealth and Digital initiatives in Fintech and distribution of products etc. is a must.</li> <li>• Preferred experience in banking/ securities business</li> <li>• Strong analytical and strategic thinking with exceptional communication and problem solving skills.</li> <li>• Strong writing, communication, presentation and interpersonal skills</li> <li>• Ability to work independently with a high degree of initiative, discretion, and tact; ability to work under pressure</li> <li>• Experience in handling MIS, Analytics/ Strategy and co-ordination across teams</li> <li>• Expertise in MS-Office</li> </ul>
Educational Qualification	Graduate, preferably MBA or equivalent from recognized Universities in India.
Minimum Experience	3-4 years minimum
CTC OFFERED	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
Location of posting	<p>Mumbai</p> <p>The candidate may be deputed to work with the team(s) with the organization/ parent organization/ any subsidiary of the parent organization if and as deemed necessary.</p>

Email to be sent to	Applications should be submitted on our email <a href="mailto:careers@bobcaps.in">careers@bobcaps.in</a>  Please mention <b><u>“Application for the post of Digital Marketing Expert”</u></b> in the subject. Applications with any other subject will not be accepted.
Website	<a href="http://www.bobcaps.in">www.bobcaps.in</a>
Contact Person	Ms. Suchitra Bangera
Contact No.	022 – 61389300
Last Date for application	26 <sup>th</sup> October 2022, by email at the above email id