

Post Vacant	Digital Marketing Expert
Job Description / Responsibilities	<ul style="list-style-type: none"> • Responsible creating client communications with inputs from other stakeholders. • Helping other stake holders with creatives for online customer Engagement, platforms, product promotion • Managing all social media channels for the company • Responsible for tracking opening rate of communications and social media posts • Responsible for managing the communication and social media campaigns in a stipulated budget • One point contact for Campaign drive for BOBCAPS for various stake holders like product, digital, operation, compliance or IT • Handling the customer service team • Overseeing the content for core website • Coordinating with the bank creative team • Coordination with all stake holders and vendors
Job specific skills	<p>Applicants should have –</p> <ul style="list-style-type: none"> • Considerable multi-tasking extreme attention to detail required, and pressure to meet deadlines. • Working collaboratively and cross-departmentally • Should be sales oriented • Should have understanding of broking related rules and regulation • Should have worked on social media platforms/ Agencies • Should have understanding of SEO/SEM • Sound understanding of designing /HTML/ Photoshop or other design tool • Proven ability to develop and maintain effective relationships with internal and external stakeholders, community members, representatives of government offices etc. • Prior work experience in Retail & Institutional Broking products and services, Wealth and Digital initiatives in Fintech and distribution of products etc. is a must. • Preferred experience in banking/ securities business • Strong analytical and strategic thinking with exceptional communication and problem solving skills. • Strong writing, communication, presentation and interpersonal skills • Ability to work independently with a high degree of initiative, discretion, and tact; ability to work under pressure • Experience in handling MIS, Analytics/ Strategy and co-ordination across teams • Expertise in MS-Office
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 careers@bobcaps.in Please mention “Application for the post of Digital Marketing Expert” in the subject. Applications with any other subject will not be accepted.
Website	www.bobcaps.in
Contact Person	Ms. Suchitra Bangera
Contact No.	022 – 61389300
Last Date for application	16 th October 2022, by email at the above email id