


Digital Marketing Manager

Surat, Gujarat, India · 21 hours ago · 13 applicants

 On-site · Full-time

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About the job

Job Overview:

We are seeking a dynamic and results-driven Marketing Manager/Marketing Team Lead to lead our marketing team and manage the execution of high-impact campaigns. The Marketing Manager will work closely with the founder to develop and implement strategies that drive growth, enhance brand awareness, and engage our target audience. This role requires strong leadership, creativity, and project management skills, with a focus on overseeing the team and ensuring flawless execution of campaigns.

Key Responsibilities:

1. Team Management:

- Lead, mentor, and manage the marketing team, ensuring alignment with company goals.
- Delegate tasks effectively and ensure the team meets key performance metrics.
- Foster a positive and collaborative team culture that encourages creativity and accountability.
- Conduct regular performance reviews and identify training or development needs.

2. Campaign Strategy and Execution:

- Develop, plan, and execute integrated marketing campaigns across various channels (digital, social media, content, email, etc.).

- Ensure timely execution of campaigns, staying within budget, and meeting objectives.
- Monitor, analyze, and optimize campaign performance to maximize ROI.
- Work with cross-functional teams (sales, product, creative) to ensure campaigns are aligned with overall business strategy.

3. Reporting & Analytics:

- Provide regular updates on campaign performance to the founder and senior leadership.
- Use data-driven insights to adjust strategies, recommend improvements, and guide decision-making.
- Develop detailed reports on key metrics such as customer acquisition, engagement, and conversion rates.

4. Brand Management:

- Ensure consistent brand messaging across all marketing channels and materials.
- Collaborate with internal teams to maintain a unified brand voice and identity.
- Identify opportunities to elevate the brand through strategic partnerships, events, or collaborations.

5. Budget Management:

- Manage the marketing budget, ensuring campaigns are cost-effective and deliver high ROI.
- Track spending and optimize resource allocation across different initiatives.

6. Stakeholder Communication:

- Regularly collaborate and communicate with the founder to align marketing efforts with the company's vision and goals.
- Present marketing strategies, campaign results, and recommendations for future initiatives to the founder and other key stakeholders.

Qualifications:

- Bachelor's or Master's degree in Marketing, Business, or a related field (MBA preferred).
- 5+ years of experience in marketing, with at least 2-3 years in a managerial or leadership role.
- Proven track record in managing teams and executing successful marketing campaigns.
- Strong knowledge of digital marketing, social media platforms, SEO/SEM, and content marketing.

- Excellent project management, analytical, and communication skills.
- Ability to thrive in a fast-paced, startup environment and adapt to changing priorities.
- Proficiency with marketing tools and platforms (e.g., Google Analytics, CRM systems, social media management tools).

What We Offer:

- Competitive salary and benefits package.
- Opportunity to shape the marketing strategy in a fast-growing company.
- Collaborative and innovative work environment.
- Direct mentorship from the founder and senior leadership team.

Other details:

- Office Location - Vesu, Surat, Gujarat.
- Work Type - In-Office, Fulltime.
- Working Days - 6 Days a week (Monday to Saturday)
- Compensation - As per the industry standards, also depending on your experience and expertise

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- Website - <https://zebralearn.com/>
- Instagram - https://www.instagram.com/zebra_learn/

Company Profile:

Zebra Learn is an Ed-tech Platform passionate about helping lifelong learners like you unleash their full potential. Our secret ingredient? The principle of "Learn by Doing." We strive for more than dull and monotonous learning methods. We kick it up a notch with a diverse range of books that will leave you craving more!

We believe in simplifying complex concepts, making them as easy to grasp as a high-five from a friend. We're on a mission to positively impact your learning journey, ensuring you become a true leader in your field.

Whether you're a student yearning for academic success, a professional hungry for career growth, or just someone with a curious mind eager to expand horizons, ZebraLearn has your back. We're here to spice up your learning journey, making it as thrilling as a safari adventure! We aspire to transform learners into leaders who want to make it big in their careers.