






Digital Marketing Specialist

Gurugram, Haryana, India · 21 hours ago · 41 applicants

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About the job

Who Are We?

Style Island is a fast-growing women's western wear brand under the parent company Concept Clothing Pvt. Ltd. (CCPL). With over two decades of expertise in garment manufacturing and exports for global brands, we bring a unique blend of quality, design, and innovation to the Indian fashion market. As we expand, we're looking for a dynamic Digital Marketer to join our team and drive our online presence to new heights.

Role Overview:

We are seeking a highly creative and strategic Digital Marketer to oversee and guide the work of our external agencies, ensuring alignment with our brand's vision and goals. This role involves coordinating with agencies for campaigns on platforms like Instagram, Pinterest, and WhatsApp, while also strategizing content and digital initiatives to strengthen our online presence. The ideal candidate will have a strong understanding of fashion, aesthetics, and digital marketing strategies, with the ability to provide actionable insights and drive growth.

Key Responsibilities:

1. Agency Oversight and Coordination:

- Act as the primary point of contact for creative and performance marketing agencies.
- Provide clear guidance and feedback to agencies, ensuring their work aligns with the brand's goals and aesthetic.
- Review and approve deliverables, ensuring timely and quality execution.

2. Strategic Content Planning:

- Develop content strategies for upcoming campaigns across social media, email, and other digital channels.
- Collaborate with agencies to ideate and refine campaign concepts.

3. Social Media Management:

- Oversee campaigns on Instagram and Pinterest, ensuring they meet engagement and reach targets.
- Guide agencies on best practices and provide creative input.

4. Email and WhatsApp Marketing:

- Strategize and oversee email marketing and WhatsApp campaigns.
- Ensure all communication is consistent with the brand's tone and aesthetic.

5. Analytics and Reporting:

- Evaluate performance reports from agencies, using tools like Google Analytics and Meta Business Suite.
- Provide insights and recommendations to improve campaign effectiveness.

6. Trend Analysis and Innovation:

- Stay updated on industry trends, competitors, and digital marketing innovations.
- Suggest new strategies and tools to keep the brand ahead in the digital space.

Qualifications and Skills:

- Bachelor's degree in Marketing, Communications, or a related field. A background in fashion is a plus.
- 2-4 years of experience in digital marketing, preferably in the fashion retail industry.
- Proficiency in graphic design tools such as Adobe Photoshop, Canva, and Illustrator.
- Hands-on experience with digital marketing tools such as:
- Meta Business Suite (Facebook & Instagram Ads Manager).

- Google Analytics.
- Mailchimp or similar email marketing platforms.
- Pinterest Analytics and advertising tools.
- WhatsApp Business API tools.
- Strong understanding of SEO and content marketing strategies.
- Excellent aesthetic sense and creative skills.
- Ability to manage multiple tasks and meet deadlines in a fast-paced environment.