

Marketing Manager - Social & Events

Brief about the Job

SmartKarrot is a leading SaaS Customer Success company on a high-growth trajectory. We are a very fast-paced, collaborative, “focused on culture” driven environment. To help us grow our product we are seeking a self-driven, motivated Marketing Manager who is passionate about applying their creative talent to establish SmartKarrot as a leading authority in the Customer Success space.

Working closely with our global leadership team, you will plan and manage growth across social, communities, events, PR, influencer relations, and videos.

If you are someone who is passionate about marketing, highly organized, creative, data-driven, and a self-starter, we would like to hear from you.

Responsibilities

1. Manage and scale social media presence, followers, engagement, and leads across all our channels.
2. Build, nurture, and grow strong communities to boost brand awareness and affinity.
3. Plan, co-ordinate, and project-manage:
 - a. SmartKarrot-owned events (e.g. webinars, podcasts, other online/offline events)
 - b. SmartKarrot’s participation in external events (e.g. industry conferences, webinars, podcasts, etc.)
4. Explore, plan, and execute co-marketing opportunities with SmartKarrot partners.
5. Drive PR and media relations for SmartKarrot in coordination with various internal and external stakeholders.
6. Drive video strategy, execution, and YouTube channel subscriptions.
7. Establish, nurture, and leverage influencer relationships and co-marketing opportunities. Engage with ecosystem players who can talk, write, and evangelize SmartKarrot to a relevant audience.

Requirements

1. 8-12 years of experience (including some in B2B SaaS, technology, or agency setting).
2. Strong track record of managing communities, events, PR, social, partners, influencers, etc.
3. We are looking for a Prolific poster and for a candidate who makes their own posts (fairly frequently) and also comments / engages with other people’s posts.
4. The candidates for this role should have strong social (LinkedIn) presence and engagement as a minimum requirement (with preferably an understanding of SaaS, technology, and B2B space).

5. They need to be making posts from their own profiles in addition to posts from the Company Handle
6. Exceptional communication (spoken, written, and visual) and interpersonal skills to effectively interface with key internal and external stakeholders.
7. A strong personal brand, engaging social presence, and active influence on LinkedIn, Twitter, Facebook, Quora, etc.
8. Bachelor's degree in English, Communications, Journalism, Public Relations, Marketing or a similar field. (MBA preferred.)
9. Ability to manage projects and teams in a fast-paced, high-growth start-up environment involving cross-team collaboration.
10. Up-to-date with the latest digital technologies and marketing trends.
11. Prior experience in the Customer Success or a similar space is a bonus.

Position type - Full time

Location - Bangalore
