

**JOB DESCRIPTION**

<b>Job Title</b> Deputy Manager - Digital Marketing	<b>Department</b> Marketing & Communication
<b>Reporting to</b> Team Lead - Digital Marketing	<b>Experience eligibility:</b> 6+ years

**About us**

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

**Mission:** To give as many blood cancer and blood disorder patients as possible, a second chance at life.

**Working Hours:** 9:30 am to 6:15 pm (Monday – Friday)

**About the team**

The Marcom Department ensures that the DKMS brand is enhanced amongst the public in India, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The department holds organizational responsibility for KPIs on online donor registrations. The department also supports and promotes activities of other departments that, for example, focus on raising funds to match donor registration costs and deliver community volunteering to help raise awareness. Digital activity is centred on the DKMS-BMST website where all information regarding blood stem cell donation is consolidated, plus social media and other online channels.

The Marcom team is responsible for the Indian marketing & communications strategy and related activities. At a global level, DKMS also runs International marketing projects and initiatives which require local support from each DKMS country. These projects are commonly based or start in DKMS Germany, which will then coordinate the activities before rolling them out across all countries.

**Position Summary****KEY RESPONSIBILITIES**

- Act as Digital lead for integrated marketing & communications programmes and initiatives
- Work in collaboration with the Social Media & Digital Marketing Associates, PR & Internal Communications Manager, Offline Manager and other stakeholders
- Lead the local newsroom and managing the content calendar across channels and departments
- Support the Digital Marketing Associate with the social media content planning, review and paid activities.
- Responsible for strategic associations & partnership in digital space in alignment with the overall marketing & communication plan
- Constantly innovate & ideate new digital campaign concepts & ideas that reflect the changing external environment.
- Responsible for the Online Kit request number set at the beginning of the financial year.

- **Website:**
  - Regular updating and optimizing of website content
  - Set-up KPI report for website
  - Representing DKMS-BMST in international website call
- **Social Media**
  - Support the Digital Marketing Associate with the social media content planning, review and paid activities across all channels (Facebook, Instagram, Twitter, LinkedIn) including monitoring comments)
  - Set-up KPI report for social media
  - Development of social media strategy
  - Adapting marketing campaign for social media
- **Youtube**
  - Development of youtube strategy, implementation of plan (coordination for video content) and setting up of KPI report
- **Google Ads/Other paid ads on digital platform**
  - Developing content strategy for the ads
  - Monitor ads Planning & KPI & suggest changes wherever necessary for newsletter
- **Newsletter Management**
  - Support the Digital Marketing Associate with the development of newsletter strategy as tool of relationship management
  - Monitor the KPI report & suggest changes wherever necessary for newsletter
- **Marketing collaterals**
  - Creating and updating marketing collaterals in collaboration with the creative agency from briefing to handover of print files
  - Vendor management – selection, interaction, payment processing
  - Responsible for printing of collaterals including quality assurance
  - Coordinate Branding activities with other departments & vendors
- **Offline event management**
  - Coordinate with internal & external stakeholders for various on ground events including Handling of marketing collaterals, AV management of evening event

## Key Skills

- Excellent understanding of digital marketing concepts and best practices
- Experience with Google Adwords, email campaigns and SEO/SEM
- Perfect knowledge of web analytics tools (e.g. Google Analytics)
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- Knowledge of Photoshop a strong plus
- Knowledge of Microsoft office
- Enthusiastic and passionate to learn
- Sensitivity, compassion and empathy
- Aptitude in problem-solving
- Desire to work as a team with a result driven approach

## Qualifications:

- Any Graduate or Post Graduate / Minimum Bachelor's Degree
- At least have 6 years of experience in the graphic design and/or marketing field