

# JOB DESCRIPTION

<b>Role:</b>	Head Digital Marketing
<b>Designation:</b>	Head- Digital Marketing
<b>Experience Required:</b>	10 Years
<b>Job Type:</b>	Full Time
<b>Location:</b>	Sector 62, Noida

## About Tradologie.com

Tradologie.com is a next-generation B2B agro-commodity platform that leverages cutting-edge SaaS and AI technology. Our platform facilitates global transactions for a wide range of bulk agricultural commodities, such as rice, wheat, sugar, pulses, spices, edible oil, dry fruits, and various branded food products. We expedite and streamline the entire process from inquiry to payment, ensuring seamless transactions for our users.

## Description

- Understand the industry that Tradologie.com is part of, the Segment dynamics and devise brand communication strategy accordingly.
- Brand Custodian of Tradologie who ensures that Tradologie Brand guidelines are adopted in every piece of communication that goes out internally or externally. Maintains all critical Brand, Marketing and Sales related documents. Provide updates at regular intervals for the rest of the company to use for their marketing, sales roles.
- Play a key role in creating any Brand led decks created by Tradologie for its own marketing & sales requirements from its credentials decks to pitch decks

- Strategize plans for SEO, SMO, Content and Creative Teams and Oversee Execution to Delivery Results.
- Drive engagement through organic and inorganic measures.
- Provide creative ideas for content marketing and update website.
- Conceptualize, monitor and critically evaluate the success of campaigns executed.
- Be actively involved in SEO efforts (keyword, image optimization, etc.)
- Personally Manage the PPC Campaigns of the company to Ensure Maximum Results at the lowest cost.
- Develop an affiliate marketing network and Bloggers to promote the platform domestically and in 100 different countries for optimal brand positions.
- Managing the ORM of the company.
- Develop monthly and quarterly roadmap for the digital team and provide growth plan to management

## **Responsibilities**

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## Key Skills

- Strong verbal communication skills for articulating ideas (Company and Clients).
- Excellent written communication skills for producing high quality content for website & Social Media Attention to detail and accuracy Proven experience as Digital Marketing Manager or similar role.
- Excellent understanding of digital marketing concepts and best practices Ability to work independently and flexibly.
- Perfect knowledge of web analytics tools (e.g., Google Analytics, Net Insight, Web Trends etc.) Organizational skills with the ability to deliver a high volume of quality work Must be aware of Social Media trends.
- Creative skills for contributing new and innovative ideas Analytical mindset and critical thinking Well versed with Social Media Management Content creation for Social Media - (Company and for Clients) Well versed with Canva , PowerPoint and help with creating business pitch decks too Acquire insight in online marketing trends and keep strategies up-to-date Team Handling Experience is a must Up to date with current SMO + SEO Landscape Up to date certification as a google and Meta Marketing Professional is req