



Assistant Digital Marketing Manager

About the Role

The main job responsibility is to support the IICCI management in conceptualizing, developing and managing IICCI integrated and coordinated communication and marketing tools for print and digital promotions.

Responsibilities

- Updating and developing all the IICCI websites and portals with relevant news, current events and activities
- Design IICCI marketing materials and collaterals such as presentations, brochures, videos etc
- Coordinate the maintenance and expansion of IICCI database of contacts
- Planning, executing and designing digital campaigns newsletters, news-alerts on social media and other platforms/channels
- Manage the annual and monthly marketing calendar and scheduling of tasks
- Work on updating the blog and other dynamic website content.
- Analysing promotional campaigns and identifying potential areas of growth and optimization

Must Haves

- You have superior written and verbal communications skills.
- You're tech-savvy and have worked with applications like Wix, Canva and Zoho.
- You have proven success in executing digital marketing and communications strategies and campaigns.
- Up to date on marketing tools and trends.
- Capable of working well as part of a team as well as independently.

Work experience: 2- 3 years in marketing

Location: Mumbai, India

How to apply:

If you would like to be considered for the above role at The Indo Italian Chamber of Commerce & Industry, please send your CV with an introduction letter to recruitment@indiaitaly.com