



Bigfix Gadgetcare LLP

Job Description form

***Note:** This JD does not form part of the employment contract but is rather provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job holders will be consulted over any proposed changes to this JD before implementation.*

<u>Name of the Candidate:</u> -	<u>Job Type:</u> Full time employment
<u>Job Title:</u> Digital Marketing Executive (DME)	<u>Division/Department:</u> Operations and Marketing
<u>Reporting To:</u> CEO/Operations Incharge	<u>Age Criteria:</u> Nil
<u>Gender Preference:</u> Nil	<u>Location:</u> Arumbakkam/Maduravoyal , Chennai.
<u>Date of writing/updating JD:</u> 10/03/2022	

About us:

Bigfix Gadget Care LLP, established in 2015 is a DIPP recognised startup. Bigfix.in, is an online Marketplace for Device Care.

We have currently boarded 1000+ blue-collar technicians through 500 retail partners at 18000 pin codes across India to perform installation, troubleshooting and repair services of home, office & industrial devices. We have built a retail network of exclusive device management centers. We are currently operating at more than 50+ locations across India.

We are looking for Digital Marketing Executives who can Maintain our dynamic presence on social media platforms.



Purpose:

Digital Digital Marketing Executives are generally responsible for planning, developing, implementing and managing the overall digital marketing strategy. In addition, they are responsible for managing, guiding and training digital marketers and other marketing positions in the team.

We are looking for an experienced and result-driven Digital Marketing Executive to join our awesome marketing team! As a Digital Marketing Executive at our company, you will be responsible for setting up, implementing and managing the overall company's digital marketing strategy.

Digital marketing strategies are extremely important for our company's success, so your role will play a crucial role in achieving our business goals and objectives.

We are expecting you to have experience and a big passion for digital technologies and all digital marketing channels.

Main Responsibilities:

- Build, plan and implement the overall digital marketing strategy.
- Manage the strategy.
- Manage and train the rest of the team.
- Stay up to date with the latest technology and best practices.
- Manage all digital marketing channels.
- Measure ROI and KPIs.
- Prepare and manage a digital marketing budget.
- Oversee all the company's social media accounts.
- Manage and improve online content, considering SEO and Google Analytics.
- Build an inbound marketing plan.
- Forecast sales performance trends.
- Motivate the digital marketing team to achieve goals.
- Monitor competition and provide suggestions for improvement.



Qualifications:

Educational Qualification: Min requirement of an Undergrad degree (BSc) in Marketing, Digital technologies or relevant field . (**Preference for MBA graduates**)

Relevant Experience: Fresher, Additional perk if any previous experience in operations or marketing and sales.

Personal Traits: Excellent personality. The candidate should be a go-getter. Should be confident in brainstorming ideas and strategizing business plans. Excellent Communication & presentation skills. Diplomatic in nature. Mobility & self drive. Negotiation skills.

Languages: English (Read, Write, Speak)

Skills:

Technical IT tools - Excel, PPT, SEO/SEM, Google analytics and workspace, CRM and associated google office tools, etc to analyze, plan and forecast business.

Digital Marketing - Social Media Handles, Data Mining & research, and SEO improvisation.

Our Websites:

- www.bigfix.in - Aftersales support for electronic devices.
- 4biz.bigfix.in - Managed service support for Insure-tech companies and OEMs.
- partner.bigfix.in - Lead management and execution portal for repair centers/technicians.
- goto.bigfix.in - D2C hyperlocal market for repair and maintenance of electronic devices.
- sell.bigfix.in - Sell your gadgets for the best price.
- www.bigapps.in - Software and web development division of Bigfix Gadget care LLP.



What does the candidate gain?:

- The candidate will get to work in a start-up environment.
- As any startup, we are fluid with our responsibilities and he/she will be handed multiple opportunities in different domains to enhance their knowledge database in various areas and assist them in finding a strong ground.
- A close knit employee community, ensuring personal attention towards your career development.
- 6 Work days a week.

For further information, You can contact the HR department through email (hr@bignetwork.in).

Regards,

HR Department

Bigfix Gadgetcare LLP