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Firstly, A bit about us

Froogal helps brands build Growth through Meaningful relationships with their Customers!

Froogal is a SaaS platform that drives revenue for businesses by collecting critical customer data, then using it to automate customer loyalty and experience while delivering personalized marketing campaigns through extensive analytics, innovative techniques that will drive real ROI. And we also help brands digitally transform by adopting omnichannel strategies to drive seamless experience to their customers.

Froogal is a fast growing techno-marketing company that works with brands across multiple industries F&B, Fashion Apparel, Retail, Wellness, Auto Repair, Insurance and Banking while expanding its potential across different sectors and regions through different technology and marketing innovations.

What we are looking for

- We are looking to hire a dedicated Marketing associate to create content for blogs, articles, product descriptions, social media, and the company website. The associate's responsibilities include evaluating analytics to adjust content as needed, regularly updating the company's website, and promoting the company blog by pitching articles to various clients.
- You should also be able to follow editorial guidelines when creating content.
- To be successful as a Marketing associate, you should keep abreast of the latest marketing techniques. Ultimately, a top-performing Marketing associate should be able to contribute to the development of strategies that will increase reader engagement, support in the marketing activities for the company & manage our social media presence.

A day in your life might include

- Writing content & blogs for various marketing activities
- Assisting in the formulation of strategies to build a lasting connect with clients
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook, Instagram, LinkedIn etc.)
- Active involvement in SEO efforts (keyword, image optimization etc.)
- Preparing online newsletters and promotional emails, creative and organizing their distribution through various channels
- Collaborating with various teams to improve user experience

- Measuring performance of digital marketing efforts using a variety of Web analytics tools
- Acquiring insight in online marketing trends and keeping strategies up-to-date
- Helping the team in organizing webinars or events
- Maintaining accurate records of KPIs from past marketing campaigns.
- Identifying ways to improve marketing and sales techniques

Required skills

- Skills in creative content writing (Important)
- Fair understanding of digital marketing concepts and best practices
- Working knowledge of the Internet and tools like Google Sheets, Google Slides, etc.
- Exposure to SEO concepts
- Exposure to web analytics tools (e.g. Google Analytics, Net Insight, and Web Trends etc.)
- Analytical mind-set and critical thinking
- Excellent communication and interpersonal skills
- Positive and collaborative mind-set is a must
- Must be self-driven and should be keen on taking initiatives.

Other Requirements

- Candidate with 1-2 years of experience in Content Writing, Social media handling, marketing campaigns & Copywriting or similar roles will be preferred
- Familiar with doing research using multiple sources & using web publications
- Excellent writing and editing skills in English
- Good interpersonal, presentation & communication skills
- Ability to meet deadlines

Educational qualifications

- MBA in Marketing, English, Journalism, Marketing or related field

If you are interested, Please send us your CV at deepika.shetty@froogal.ai, Also, mention Role & your name in the subject, along with any other relevant information in the email body.