**Job Description**

**Designation: Deputy Manager-Digital Media**

**Broad Responsibilities**

To lead branding and marketing efforts using different digital media platforms and tools.

creates media-friendly content for various media platforms, including websites, social media, PR websites, partner sites, blogs, and other audience-facing channels.

**Principal Responsibilities**

* Organize and manage the production of all digital content, including websites, blogs, podcasts, infographics, videos, press releases, etc.
* Assist social and digital media/PR/creative teams in deciding on media for various projects across various platforms.
* Work with senior management to help develop integrated media campaign strategies.
* Create brand-friendly content for media platforms.
* Update content across various social media channels
* Maintain and manage a consistent brand message across media platforms to improve the online presence of the institute.
* Engage with followers and customers
* Ensure all campaigns and content follow guidelines unique to different digital media platforms.
* Resolve customer queries
* Improve brand awareness using omnichannel strategies on platforms like YouTube, Facebook, Instagram, Twitter, and others.
* Update the online media library consistently to meet industry trends and benchmarks.
* Analyze campaign data and web traffic metrics
* Create and keep track of ROI and KPIs across different functions of media campaigns.
* Continually observe and gain insights from competitors’ tactics.
* Update the team with the latest digital media tools and technology, along with the latest design trends.
* Strengthen relationships with [social media influencers](https://www.simplilearn.com/top-social-media-influencers-article)
* Optimize content coming from content developers
* Communicate with stakeholders and senior management
* Regularly pull data from various data sources
* Develop, manage and own Xoom's digital strategies, including online advertising, mobile marketing and digital partnerships for new customer acquisition
* Responsible for management of web, mobile, and/or social media products across platforms
* Manage data through all stages , including cleaning, transformation, upload into an internal database and validation
* Perform analyses of and garner insights on digital media based on available data
* Conduct and lead project definition activities including business requirement gathering, site assessment, competitive analysis
* Independently tackle challenges related to SEM/Display/Paid Social campaigns
* Develop an overall digital marketing strategy and see through campaign implementation
* Source for and work closely with digital agencies to ensure the digital marketing objectives and strategies are clearly communicated and aligned
* Keep a close eye on the competition, determine realistic benchmarks, and develop strategies to gain a competitive edge
* Communicate on a regular basis with all relevant stakeholders including sales & marketing teams and IT department to ensure all digital efforts are fully synced up
* Plan and manage budget across all digital channels and platforms
* Track and measure the performance of all digital marketing channels and propose optimization initiatives to maximize marketing ROI
* Keep abreast of the latest digital trends and continued advancements in digital technologies and marketing best practices
* Constantly strive to discover and adopt emerging technologies, digital innovations, and new platforms and systems to optimize organizational productivity and effectiveness