

Digital Marketing Manager– Job Description

About KLKE:

KeyleerKorb Enterprises (KLKE) is a global supplier of passive and active electronic components, pharma & medical supplies. KLKE also provides sourcing, supplying, and servicing furnace for steel industries. KLKE was incorporated in 2020 and is incubated by the GRASS Foundation with offices in Dresden (Germany), Chennai & Mayiladuthurai (Tamil Nadu, India). KLKE works closely with the public and private stakeholders around the world to deliver quality products based on their requirements with short lead-time and comprehensive customer support.

KLKE as an Employer:

KLKE is a flat hierarchical organization with ease of communication, work-life balance and a conducive work environment being the core tenets of the company culture. KLKE promotes personal growth through mandatory training and capacity building initiatives. KLKE seeks to be a fair and empowering employer with inclusive human resource policies that ensures an empowering workspace that is democratic, dignified, and diverse.

About the Position:

KLKE is currently strengthening its online presence by intensively renovating the online assets and creating new promotional campaigns for our products and services. Against this, KLKE is seeking qualified candidates for developing and implementing comprehensive digital marketing strategies and anchoring our digital presence. The position will focus on creating innovative and targeted campaigns to engage with customers and increase traffic to the company website. The position will be full-time and the candidate should be able to work from Mayiladuthurai/Cuddalore, Tamilnadu.

Roles and Responsibilities:

- Develop creative ways to engage with our customers online
- Support managing and distributing our online marketing initiatives in co-ordination with our design team
- Create a strong brand presence with innovative online promotional offerings
- Create marketing strategy and monitor and tweak the progress for campaigns you launch
- Enhance our online reputation and strive to acquire more clients using social media and online advertising with optimal budgets
- Drive traffic to our website
- Work with the design team to create necessary social media content for each platform
- Research industry related topics for blogs and content writing
- Contribute to writing reports, blogs, and web-based materials

Experience and Qualifications

- Master's degree in marketing or related field from a recognized university or institution



- At least 5 years of work experience in marketing/digital marketing.
- Proven experience in leading and managing SEO/SEM, email and social media advertising campaigns
- Working knowledge of basic analytics to understand trends of key metrics.
- Should be a Quick learner with very sharp focus on design aesthetics.
- Flexible, self-motivating, able to manage multiple tasks efficiently
- Experience in working independently and as part of a team
- Excellent written and oral communication skills in English

Salary: Competitive by industry standards

For more information about KLKE: www.keyleerkorb.com

Interested candidates, please email your CV, a cover letter outlining how you fit for this role to hr@keyleerkorb.com

