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Google Careers Jobs - Free Job Alert - eCommerce Marketing Executive Private Jobs

Hiring organization
Google

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

Date posted

March 26, 2024

Valid through

31.12.2024

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Base Salary

USD 23 - USD 30

Qualifications

Graduate

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Employment Type

Full-time

Description

Google Recruitment 2024

About Google

At Google, our mission is to organize the world's information and make it universally accessible and useful. We're a company of passionate people who believe in the power of technology to change the world. Our innovative products, from Search and Android to YouTube and Google Maps, have become an essential part of billions of lives around the globe.

Why Join Us as an eCommerce Marketing Executive?

The world of eCommerce is constantly evolving, and at Google, we're at the forefront of this revolution. In this exciting role, you'll play a vital part in shaping the future of shopping experiences for millions of users. You'll be part of a dynamic team dedicated to driving online sales for Google products and services, crafting compelling marketing campaigns, and analyzing data to optimize our reach.

This is a remote position, offering you the flexibility to work from anywhere with a strong internet connection. We believe in fostering a collaborative and inclusive environment where your ideas are valued and you have the opportunity to grow your skills alongside some of the brightest minds in the industry.

Position: eCommerce Marketing Executive

Company: Google

Location: Remote

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Job Summary

As an eCommerce Marketing Executive, you'll be responsible for developing and executing strategic marketing campaigns to promote Google's eCommerce offerings. You'll work closely with cross-functional teams, including product managers, designers, and data analysts, to ensure a seamless and impactful user journey. Your key focus areas will include:

- **Campaign Development and Management:** You'll develop engaging marketing campaigns across various digital channels, including search engine marketing (SEM), social media marketing (SMM), email marketing, and content marketing.
- **Content Creation:** You'll craft compelling product descriptions, blog posts, and other marketing materials that resonate with our target audience.
- **Data Analysis and Optimization:** You'll analyze campaign performance data to identify areas for improvement and optimize campaigns for maximum reach and conversions.
- **Market Research:** You'll stay up-to-date on the latest eCommerce trends and competitor analysis to inform marketing strategies.
- **Reporting and Measurement:** You'll create clear and concise reports to track campaign performance and measure success against key metrics.

Key Responsibilities

- Develop and execute comprehensive marketing plans for Google's eCommerce products and services.
- Create engaging content across various channels, including website copy, social media posts, and email newsletters.
- Manage and optimize paid advertising campaigns across platforms like Google Ads and social media platforms.
- Analyze website traffic, user behavior, and campaign performance data to identify trends and opportunities for improvement.
- Collaborate with cross-functional teams to ensure a cohesive marketing strategy and user experience.
- Stay up-to-date on the latest eCommerce trends and competitor analysis to inform marketing campaigns.
- Prepare comprehensive reports to track campaign performance and measure success against key metrics.

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum of 1-2 years of experience in eCommerce marketing.
- Strong understanding of digital marketing principles and best practices (SEO, SEM, SMM, email marketing).
- Excellent content creation skills with the ability to write clear, concise, and engaging copy.
- Proficient in data analysis tools such as Google Analytics and experience with marketing automation platforms is a plus.
- Strong communication, collaboration, and interpersonal skills.

- Ability to work independently and manage multiple projects simultaneously.
- A passion for eCommerce and a keen interest in Google products and services.

Experience

This role is open to both recent graduates (freshers) with a strong academic background in marketing and a demonstrable passion for eCommerce, as well as experienced professionals with a proven track record of success in eCommerce marketing.

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Why Join Google?

- **Work on Products that Matter:** Be a part of a team that's shaping the future of shopping and technology.
- **Make an Impact:** Your work will directly impact the way millions of users experience Google products and services.
- **Learn and Grow:** Google offers a culture of continuous learning with opportunities for professional development.
- **Collaborative Environment:** Work with a talented and passionate team who share your drive for innovation.
- **Competitive Benefits:** Enjoy a comprehensive benefits package that includes health insurance, paid time off, parental leave, and more.
- **Remote Work:** Work from the comfort of your home with the flexibility to manage your schedule.

Application Process

To apply, please submit your resume and a cover letter outlining your experience and why you're interested in this role.

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