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HCL Careers For Freshers – Latest Job – Job Vacancy For Marketing Technologist

Hiring organization
HCL

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 35

Qualifications

Graduate, Post Graduate

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Employment Type

Full-time

Description

HCL Recruitment 2024

About HCL Technologies

HCL Technologies is a leading global technology company that helps businesses achieve their ambitions through digital transformation. With a focus on co-innovation, HCL leverages its deep-industry expertise, integrated portfolio of services, and globally distributed talent to deliver impactful business solutions. Recognized for its innovation and sustainability practices, HCL is a dream workplace for many, fostering a collaborative and growth-oriented environment.

Why Join Us as a Marketing Technologist?

In this exciting remote role, you'll play a pivotal role in shaping the future of HCL's marketing landscape. You'll be at the forefront of identifying, implementing, and optimizing marketing technologies that drive targeted campaigns, generate leads, and amplify our brand presence. This is your chance to make a real impact in a dynamic, fast-paced environment, with the opportunity to learn from industry experts and develop your skills using cutting-edge marketing tools.

Position: Marketing Technologist

Company: HCL Technologies

Location: Remote

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Job Summary:

As a Marketing Technologist at HCL, you'll be responsible for using your technical expertise and marketing acumen to streamline and elevate our marketing efforts. You'll partner with marketing and creative teams to identify the best technology solutions, manage our marketing technology stack, and ensure seamless integration. Your data analysis skills will be crucial, as you'll be responsible for collecting, analyzing, and reporting on marketing campaign performance to optimize results. This role is perfect for a passionate and results-oriented individual who thrives in a collaborative environment and is eager to contribute to the success of a global brand.

Key Responsibilities:

- Research, evaluate, and recommend marketing automation, analytics, and other relevant marketing technologies to support campaign execution and marketing goals.
- Manage the implementation and integration of marketing technologies within the existing marketing tech stack, ensuring smooth data flow and system optimization.
- Configure and maintain marketing automation workflows to automate repetitive tasks, improve efficiency, and enhance campaign personalization.
- Develop and execute data-driven marketing campaigns using marketing automation tools.
- Analyze marketing campaign performance metrics (e.g., click-through rates, conversion rates, ROI) and generate insightful reports to inform future strategies.
- Collaborate with marketing and creative teams to develop effective campaign strategies and ensure alignment with overall marketing objectives.
- Stay up-to-date on the latest marketing technology trends and best practices.
- Identify opportunities to improve marketing operations and processes through automation and technology implementation.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Information Technology, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in a marketing technology role (freshers with strong academic background will also be considered).
- Proven experience with marketing automation platforms (e.g., HubSpot, Marketo, Pardot).
- Experience with marketing analytics tools (e.g., Google Analytics, Adobe Analytics).
- Strong understanding of marketing principles and best practices.
- Excellent analytical and problem-solving skills.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Strong attention to detail and a commitment to accuracy.

Experience:

This role is open to both experienced marketing technologists and talented individuals with a strong academic background in marketing or a related field. If you're a quick learner with a passion for technology and marketing, we encourage you to apply!

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Why Join HCL Technologies?

- **Work with Cutting-Edge Technology:** At HCL, you'll have the opportunity to work with the latest marketing technologies and stay ahead of the curve.
- **Make a Real Impact:** Your contributions will directly impact the success of HCL's marketing initiatives, shaping the company's brand perception.
- **Growth and Development:** HCL is committed to employee development. You'll have access to training programs, mentorship opportunities, and the chance to learn from industry experts.
- **Collaborative and Supportive Environment:** We believe in fostering a collaborative and supportive work environment where everyone feels valued and empowered to contribute their ideas.
- **Global Company, Remote Opportunity:** HCL is a global company with a diverse workforce. This remote position allows you to work from anywhere in the world.
- **Competitive Benefits Package:** We offer a comprehensive benefits package that includes health insurance, paid time off, and retirement savings plans.

Application Process:

To apply, please submit your resume and a cover letter outlining your relevant skills and experience. We look forward to hearing from you!

Join Us and Make a Difference!

Are you a passionate marketing professional with a technical edge? Do you thrive in a fast-paced environment and enjoy working collaboratively?

If You Want to Get Notification about Various Jobs, Join our WhatsApp Channel Now and Get notified Daily about Latest

Jobs



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