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IDFC First Bank Careers Jobs – Fast Job Search – Junior Marketing Associate Job Search

Hiring organization
IDFC First Bank

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 20 - USD 27

Qualifications

Bachelor's Degree

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Employment Type

Full-time, Work From Home

Description

IDFC First Bank Recruitment 2024

About IDFC FIRST Bank

IDFC FIRST Bank is a new-age banking institution, born from the merger of IDFC Bank and FIRST Bank. We're a dynamic and fast-growing company with a challenger mindset, committed to making banking faster, better, and more accessible for everyone. We leverage the power of technology to create innovative financial solutions and provide exceptional customer experiences. At IDFC FIRST Bank, you'll be part of a collaborative and passionate team, working alongside talented individuals who are redefining the future of banking.

Why Join Us as a Junior Marketing Associate (Remote)?

This is an exciting opportunity for a driven and creative individual to launch their marketing career in a fast-paced and dynamic environment. As a Junior Marketing Associate, you'll play a vital role in supporting our marketing team across various digital and traditional channels. You'll gain valuable experience in crafting compelling marketing campaigns, managing social media presence, and contributing to brand awareness initiatives.

This remote position allows you to work from anywhere in India, offering you the flexibility to manage your work-life balance while contributing to a leading bank's marketing efforts.

Position: Junior Marketing Associate (Remote)

Company: IDFC FIRST Bank

Location: Remote (All India)

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Job Summary

The Junior Marketing Associate will be a key member of the marketing team, providing support across various marketing initiatives. You'll work closely with experienced marketing professionals to develop and execute data-driven marketing campaigns. Your responsibilities will encompass:

- Content creation: Assist in developing engaging content for various marketing channels, including social media, website, and email campaigns.
- Social media management: Actively manage our social media platforms, including creating and scheduling content, engaging with followers, and monitoring online conversations.
- Marketing campaign support: Assist with research, planning, and execution of marketing campaigns across digital and traditional channels.
- Market research: Conduct market research to identify trends and target audiences for marketing campaigns.
- Competitive analysis: Analyze competitor marketing strategies to gain insights and inform our approach.
- Data analysis: Assist with analyzing marketing data to measure campaign performance and identify areas for improvement.
- Administrative support: Provide administrative support to the marketing team as needed.

Key Responsibilities

- Develop and implement content strategies for social media, website, and email campaigns.
- Create engaging social media content, including posts, images, and videos.
- Manage and monitor social media platforms, responding to comments and messages promptly.
- Assist with developing and executing marketing campaigns across various channels.
- Conduct market research and competitor analysis to support marketing initiatives.
- Analyze marketing data to measure campaign performance and provide insights.
- Maintain a strong understanding of current marketing trends and best practices.
- Stay updated on IDFC FIRST Bank's products and services.
- Maintain a professional and positive attitude, working collaboratively with the marketing team.

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or actively pursuing one).
- Minimum 0-2 years of experience in marketing or a related field (freshers can apply).
- Excellent written and verbal communication skills.

- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Strong understanding of social media marketing principles.
- Creativity and a passion for developing engaging content.
- Ability to manage multiple tasks efficiently and prioritize effectively.
- A keen interest in the banking and financial services industry (a plus).

Experience

This role is open to both freshers and candidates with up to 2 years of experience in marketing or a related field.

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Why Join IDFC FIRST Bank?

- **Growth Opportunities:** Be a part of a dynamic and fast-growing organization at the forefront of the banking industry.
- **Remote Work:** Enjoy the flexibility of working from anywhere in India and managing your work-life balance effectively.
- **Learning & Development:** Gain valuable experience working on real-world marketing projects with a supportive and experienced team.
- **Competitive Compensation & Benefits:** Receive a competitive salary and benefits package, including health insurance, paid time off, and opportunities for professional development.
- **Positive Work Environment:** Collaborate with a passionate and talented team in a culture that values innovation and creativity.

Application Process

To apply, please submit your resume and a cover letter highlighting your suitability for the role.

Join Us and Make a Difference!

We're looking for a talented and motivated individual to join our growing marketing team. If you're passionate about marketing, have a creative spark, and are eager to learn and grow, we encourage you to apply!

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