

Paytm Careers Jobs – All India Jobs- Marketing Associate Job Seeker

Hiring organization
Paytm

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 28, 2024

Valid through
31.12.2024

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Base Salary

USD 14 - USD 19

Qualifications

12th Passed

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Employment Type

Full-time

Description

Paytm Recruitment 2024

About Paytm

Paytm is India's leading digital ecosystem for payments, commerce, banking, insurance, and wealth management. With a vision to drive financial inclusion, we're at the forefront of India's digital revolution, empowering millions of users with a seamless and secure digital experience. Our passion for innovation and commitment to excellence have transformed us into a one-stop solution for all things financial, making us a name synonymous with trust and convenience.

Why Join Us as a Marketing Associate?

This is your chance to be a part of a dynamic and fast-paced environment, shaping the future of finance in India. As a Marketing Associate, you'll play a pivotal role in crafting and executing impactful marketing campaigns that reach millions of users. You'll work alongside a talented team of marketing professionals, learning from the best and gaining exposure to a wide range of marketing channels. Here, you'll have the opportunity to:

- **Make a real impact:** Your work will directly contribute to Paytm's growth and success, shaping the way millions of users experience our platform.
- **Develop your marketing expertise:** You'll gain valuable experience in various marketing disciplines, from content creation to social media marketing and campaign analysis.
- **Work with a passionate team:** Collaborate with bright minds who share your enthusiasm for marketing and innovation.
- **Embrace a remote work culture:** Enjoy the flexibility and convenience of

working remotely, while still being part of a collaborative and supportive team.

Position: Marketing Associate (Remote)

Location: Remote (India)

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Job Summary:

We're looking for a talented and enthusiastic Marketing Associate to join our growing team. You'll be responsible for assisting with all aspects of our marketing efforts, from research and ideation to campaign execution and analysis. You'll have the opportunity to work on a variety of projects, including:

- Conducting market research and competitor analysis to understand user trends and preferences.
- Developing creative content for various marketing channels, such as social media, email, and web.
- Supporting with the planning and execution of marketing campaigns across different channels.
- Monitoring campaign performance and analyzing data to identify areas for improvement.
- Assisting with other marketing tasks as needed.

Key Responsibilities:

- Conduct market research and competitor analysis to stay up-to-date on industry trends and user behavior.
- Develop engaging and informative content for various marketing channels (social media, email, website).
- Assist with the creation of marketing materials, such as graphics and videos.
- Schedule and manage social media content calendars.
- Monitor and analyze marketing campaign performance using relevant metrics.
- Generate reports to track campaign progress and identify areas for improvement.
- Stay informed about the latest marketing trends and tools.
- Collaborate effectively with internal teams, such as design and content creation teams.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- 0-2 years of experience in marketing or a related field (freshers can apply).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Strong analytical and problem-solving skills.
- Proficiency in MS Office Suite (Word, Excel, PowerPoint).
- Experience with social media marketing tools (e.g., Hootsuite, Buffer) a plus.
- Ability to manage multiple tasks effectively and prioritize deadlines.
- Passion for marketing and a keen interest in the fintech industry.

Experience:

This is a great opportunity for both experienced marketing professionals and enthusiastic freshers. We value your passion, creativity, and willingness to learn. If you have a strong foundation in marketing principles and a desire to contribute to a fast-paced and dynamic environment, we encourage you to apply.

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Why Join Paytm?

At Paytm, we offer more than just a job; we offer a chance to be a part of something bigger. Here's what you can expect:

- **Competitive salary and benefits package:** We believe in rewarding our employees for their hard work and dedication.
- **Learning and development opportunities:** We provide a supportive environment where you can learn and grow your skills.
- **Flexible work culture:** We value work-life balance and offer a remote work environment.
- **Opportunity to make a real impact:** Your work will contribute to the growth and success of a leading fintech company.
- **Fast-paced and dynamic environment:** Be challenged and stimulated by working in a constantly evolving industry.
- **Collaborative and supportive team:** Work with talented and passionate individuals who are driven to succeed.

In Conclusion:

This back-office support role at Paytm offers a unique opportunity to gain valuable experience in the fintech industry while working remotely. As a member of our team, you'll play a vital role in supporting our core operations and ensuring a seamless experience for our customers. We offer a competitive salary and benefits package, along with a collaborative and supportive work environment. If you're looking for a dynamic and rewarding career path, we encourage you to apply today!

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