



<https://targetjob.govhelp.in/job/swiggy-latest-job-free-job-alert-marketing-coordinator-jobs/>

Swiggy Latest Job – Free Job Alert – Marketing Coordinator Jobs

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

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Base Salary

USD 13 - USD 19

Qualifications

12th Passed/Graduate

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Employment Type

Full-time, Work From Home

Description

Swiggy Recruitment 2024

About Swiggy

Swiggy isn't just about delivering food; we're about making life easier and more convenient for millions of Indians. We're a passionate team of innovators constantly reimagining how technology can revolutionize everyday experiences. From food delivery to grocery shopping and beyond, we're at the forefront of shaping the future of convenience.

Why Join Us as a Marketing Coordinator?

This is your chance to be at the heart of Swiggy's marketing engine. As a Marketing Coordinator, you'll play a vital role in crafting engaging campaigns that reach millions of users across India. You'll work alongside a talented team of marketers, creatives, and strategists, contributing fresh ideas and collaborating on projects that drive brand awareness, user acquisition, and ultimately, customer delight.

This remote role offers the flexibility to work from anywhere in India, allowing you to thrive in a dynamic environment while maintaining a healthy work-life balance.

Position: Marketing Coordinator (Remote)

Company: Swiggy

Hiring organization

Swiggy

Date posted

April 13, 2024

Valid through

31.12.2024

APPLY NOW

Location: Remote (All India)

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Job Summary

Are you a creative and organized individual with a passion for marketing? Do you thrive in a fast-paced environment and enjoy collaborating with a diverse team? If so, then this Marketing Coordinator role is perfect for you!

In this role, you'll be responsible for a wide range of marketing initiatives, from creating compelling content to managing social media campaigns and supporting larger marketing projects. You'll have the opportunity to learn from industry experts, hone your marketing skills, and contribute directly to Swiggy's growth story.

Key Responsibilities:

- Develop engaging content (text, graphics, and videos) for various marketing channels, including social media, email, and the Swiggy app.
- Manage and schedule content calendars for assigned social media platforms.
- Analyze social media performance metrics and recommend strategies for optimization.
- Assist with the planning and execution of marketing campaigns across various channels.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Coordinate with internal teams (design, content creation, product) to ensure seamless project execution.
- Stay up-to-date on the latest marketing trends and technologies.
- Assist with other marketing projects as assigned.

Required Skills & Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- Minimum 1 year of experience in a marketing or advertising role (freshers will also be considered for exceptional candidates).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Proficient in social media management platforms (e.g., Facebook Business Manager, Instagram Insights).
- Creative and analytical with a keen eye for detail.
- Ability to work independently and manage multiple tasks simultaneously.
- Strong organizational and time management skills.
- Passion for Swiggy's mission and the food delivery industry.

Experience:

This role is open to both freshers and experienced marketing professionals. For freshers, a strong academic background in marketing, a hunger to learn, and a passion for the industry are highly valued. For experienced candidates, a proven track record of success in a marketing role and a demonstrable understanding of digital marketing principles are essential.

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Why Join Swiggy?

Swiggy offers a dynamic and stimulating work environment where you'll constantly be challenged and encouraged to grow. Here are just a few reasons why you'll love working at Swiggy:

- **Make a Difference:** Be part of a company that is revolutionizing the way people eat and shop in India.
- **Work with Passionate People:** Collaborate with a talented and driven team who are all committed to Swiggy's success.
- **Learn and Grow:** Gain invaluable experience in marketing, working with cutting-edge technologies, and staying ahead of the curve.
- **Remote Work:** Enjoy the flexibility of working from anywhere in India while maintaining a healthy work-life balance.
- **Competitive Benefits:** Swiggy offers a comprehensive benefits package that includes health insurance, paid time off, and exciting perks.

Application Process:

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

Ready to Join the Swiggy Family?

If you're a creative, organized, and passionate individual who thrives in a fast-paced environment, then we encourage you to apply! This is your chance to be a part of Swiggy's exciting journey and make a real impact on millions of users across India.

General Overview

As a Marketing Coordinator at Swiggy, you'll play a pivotal role in supporting our marketing efforts and helping us

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