



Marketing Manager

Mumbai, India

Job Description

Fractal Analytics is a high-growth analytics consulting company seeking a marketing manager with 3+ years experience in content development, campaign management, and social media. The Marketing team is chartered with promoting our brand promise of innovation and excellence in the expanding field of business intelligence and analytics. Our approach is to attract and retain clients, top talent, industry influencers and investors by demonstrating thought leadership, consistent branding and compelling value messages that resonate with our target markets.

Responsibilities

- Newsletter management – collaborate across internal teams to identify and position topical content for internal and external newsletters
- Execute integrated marketing campaigns to increase brand awareness, attract qualified leads and deepen client engagement
- Collaborate on collateral content development, production and distribution
- Manage marketing content inventory and promotion
- Develop and promote content through relevant social network engagement to raise brand awareness including coordination with Fractal thought leaders on messages and topics
- Develop story boards and scripts for video, animation and demonstrations of Fractal's capabilities and client experience
- Develop and maintain website and social user experience process flows and requirements
- Develop conference plans and manage all aspects of participation logistics
- Coordinate and manage email lists and run campaigns
- Manage client and employee satisfaction (NPS) surveys and report findings
- Track and report marketing performance metrics
- Perform market and competitive analysis with appropriate recommendations for action
- Develop and tailor ROI calculators for compelling value propositions
- Ensure consistent brand representation across all internal and external stakeholders

Desired Skills & Experience

- BtoB marketing experience in one or more of the following areas:
 - Business intelligence, data management or predictive analytics
 - Marketing, risk management, or business operations
 - CPG, retail, technology, financial services, insurance, telecom, healthcare
- Passion for detail and accuracy with excellent written and oral communication skills
- Familiarity with best practices in market research, surveys and management reporting
- Proficiency with Microsoft Office including Word, Excel and PowerPoint
- Familiarity with digital marketing/social media best practices and tools
- Driven for success, self-starter, organized, problem solver, 'get it done' approach
- Ability to manage multiple competing priorities in a fast-paced environment

- Ability and willingness to effectively coordinate and communicate with diverse cross-functional teams across international time zones

Education: BA or BS in Marketing, Business Administration or related field; MBA or MBA candidate strongly preferred

About Fractal Analytics

Fractal Analytics is a leading provider of advanced analytics services and helps companies across the globe enhance profitability with the help of scientific decision making. Fractal has deployed analytics to drive significant value for many Fortune 1000 companies in the areas of customer acquisition, retention, value enhancement, risk management and marketing optimization. Fractal caters to companies in CPG, financial services, insurance, and retail industries. Fractal currently has a global presence with offices in San Mateo, New Jersey, London, Singapore, Mumbai and Gurgaon. For further information, please visit www.fractalanalytics.com

How to Apply

Please send your resume or CV with a cover letter to careers@fractalanalytics.com for consideration. Please include the position you are applying to in the subject line.