

Marketing Manager

Description

Are you a creative thinker with a passion for driving growth and building brand presence? FinTax24 is seeking a dynamic **Marketing Manager** to lead and execute our marketing strategies across digital and offline platforms. This role is perfect for someone who thrives in a fast-paced environment, enjoys working with cross-functional teams, and is ready to take ownership of impactful marketing campaigns.

As our Marketing Manager, you will play a key role in enhancing our brand visibility, generating quality leads, and promoting our financial services including accounting, taxation, and compliance solutions. If you're a marketing professional who is result-oriented, proactive, and loves data-driven decision-making, this is your opportunity to make a real difference.

Responsibilities

- Develop, implement, and manage marketing strategies that align with company goals.
- Plan and execute digital marketing campaigns (SEO, SEM, email, social media, content marketing).
- Manage content creation for blogs, social media, newsletters, and marketing materials.
- Analyze campaign performance using tools like Google Analytics, and provide actionable insights.
- Collaborate with design, sales, and product teams for cohesive brand messaging.
- Identify market trends and customer needs to craft relevant marketing strategies.
- Oversee branding, PR, and event marketing initiatives to increase brand awareness.
- Manage budgets for marketing campaigns and ensure ROI optimization.
- Maintain and grow the company's social media presence across platforms.
- Lead, mentor, and guide junior marketers or interns when needed.

Qualifications

- Bachelor's or Master's degree in Marketing, Business Administration, or a related field.
- 2+ years of experience in marketing, preferably in finance, SaaS, or service-based industries.
- Strong understanding of digital marketing tools like Google Ads, Meta Ads, HubSpot, etc.
- Knowledge of SEO, SEM, content marketing, and analytics tools.
- Excellent communication, leadership, and project management skills.
- Ability to think creatively and analytically for problem-solving and strategy planning.
- Familiarity with financial services or B2B marketing is a plus.

Hiring organization

FinTax24

Employment Type

Full-time, Intern

Beginning of employment

Immediate or within 2 weeks of selection

Duration of employment

12 Months*

Industry

Finance, Accounting & Taxation Services

Job Location

FinTax24, First Floor, 24 Square, Nr. Hotel Nandini, Bhavnagar Road, 364270, Bhavnagar, Gujarat, India

Working Hours

09:00AM To 07:30PM (Monday to Saturday)

Date posted

August 7, 2025

Valid through

31.12.2025

Job Benefits

- Performance Bonus: Incentives linked to marketing KPIs.
- Learning Opportunities: Access to marketing tools, courses, and certifications.
- Professional Growth: Lead high-impact projects with real business outcomes.
- Collaborative Culture: Work with a motivated and talented team.
- Recognition & Rewards: For top performance and innovative thinking.