



## The curated Market Intelligence platform

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### Job Title: Product + Digital Marketing Manager

#### About:

Contify is an AI-based Competitive and Market Intelligence Platform that enables organisations to track information on competitors, customers, prospects, industries, and topics of Interest. Information is aggregated from over 200,000 sources including news websites, company websites, social media, and also from custom sources such as regulatory portals, job boards, etc.

Contify's custom intelligence platform delivers only information that matters to the executives of your organization and helps in bringing different stakeholders on the same page. This role will play a pivotal role in clearly communicating the benefits of Contify's Market Intelligence platform to prospective customers.

#### Role Summary:

1. Position: Product + Digital Marketing Manager
2. Function/Team: Marketing
3. Location: New Delhi
4. Reporting to: Founders Team

#### About the Role:

##### RESPONSIBILITIES

- Responsible for competitive benchmarking and market intelligence to develop clear product positioning, lead segmentation and buyer persona.
- Work closely with the leadership, product and sales teams to develop innovative marketing strategies and tactics for lead generation and progressions through the marketing funnel.
- Create and execute data-driven marketing campaigns to drive top-of-the-funnel traffic to the website. Demand generation with a heavy focus on inbound marketing.
- Track and optimize conversion rates across marketing channels. Perform data deep dives to understand opportunities to improve KPI performance. Summarize findings and develop appropriate actions plans
- SEO: Help execute organic search strategy to rank for the relevant keywords through a combination of whitehat on-page and off-page SEO tactics. This will require an in-depth knowledge of the SEO lifecycle including keyword research and SEO opportunity analysis, content strategy, link-building, the use of analytics tools to track rank and user engagement metrics



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- SEM: Research and implement PPC campaigns through Adwords, retargeting, and social media marketing

### KEY ACCOUNTABILITY

- Growth in the number of sales qualified leads generated per quarter.

### REQUIREMENTS

- An MBA with a minimum 5-8 years relevant work experience.

### How to Apply:

Send your updated resume to [hr@contify.com](mailto:hr@contify.com) or give us a call at **+91-9818070579**