

Client Servicing- Senior Manager

About Techmagnate-

Techmagnate (<https://www.techmagnate.com/>) is a leading Digital Marketing Agency based in New Delhi, India and we are expanding! We are looking for ROI-driven digital marketing experts to #BeAMagnate.

Our core competencies are digital marketing & technology solutions. We help you to outline, evolve and employ proficient, best priced and top-notch Digital Marketing Services, including Search Engine Optimization, Pay Per Click, App & Mobile Marketing, Reputation Management, Social Media, Content Marketing and more related services to empower your business.

We have a strong, hustling and enthusiastic team of 250+ young digital marketing professionals who have delivered fantastic results for top-notch clients in industries like BFSI, B2B, Healthcare, IGaming, Education and Ecommerce.

Our 9 Core Values are more than just words, they're a way of life. We know that Company with a strong culture & a higher purpose perform better in the long run.

Do you relate to our values?

- ❖ Digital Excellence
- ❖ Trusted Partnerships
- ❖ We've got each other's back
- ❖ We see things end to end
- ❖ Think big, be bold
- ❖ Keep learning, keep unlearning
- ❖ Abundant positivity
- ❖ Open mind open door
- ❖ Customer Growth

Responsibilities:

- ❖ Building and maintaining relationships with clients and guiding teams towards the achievement of client objectives
- ❖ Aware and in pursuit of opportunities for account growth with existing clients
- ❖ Build teams, think strategically and develop successful client-agency relationships
- ❖ Establish rapport and maintain long-term relationships with client and internal teams
- ❖ Implement Internet Marketing best practices that result in customer acquisition, retention and growth
- ❖ Supervise Operations of Multiple Projects
- ❖ Responsible for all client communications, conflict resolution, and compliance on client deliverable

- ❖ Work collaboratively with the planning and creative teams to develop and execute digital strategies to create effective digital strategies
- ❖ Provides regular two-way communication between the client and team, to provide strong team representation and set proper client expectations
- ❖ Manage program execution and financial performance while ensuring that overall strategy is sound and on point
- ❖ Ensure tactical alignment with stated goals, objectives and strategy
- ❖ Prioritize & set expectations on key deliverables
- ❖ Effectively manage projects to deliver on Cost, Quality, and Timing targets
- ❖ Compile and analyze search data and metrics and make decisions regarding campaign direction
- ❖ The incumbent should have the ability to compile and analyze search data and metrics and make decisions regarding campaign direction
- ❖ He should be able to perform click through rate, conversion, spend and creative analysis to identify growth/optimization opportunities
- ❖ Maintain schedule performance index and cost performance index
- ❖ Analyzing social media insights to guide future social media campaigns
- ❖ Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- ❖ Oversee On Page and Off Page Planning, Scheduling and Implementation

Team Management

- ❖ Should have the ability to effectively and efficiently manage a large team
- ❖ Ensure minimal attrition
- ❖ Conduct regular meetings and ensure seamless execution
- ❖ Provide thorough training to the team members; mentor and guide them on regular basis
- ❖ Create strong back-ups within the department

Desired Candidate Profile

- ❖ Deep Knowledge of ON Page & OFF Page activities, SEO, search engine optimization and factors that influence high rankings in Google
- ❖ Strong awareness of Google Algorithm Updates
- ❖ Ability to specify technical changes to technical/development teams
- ❖ Expertise with Excel Reporting (Filters, Vlookup, Calculation Formulas, Pivot, Graph, Chart)
- ❖ Well Versed with web analytics and presentation tools
- ❖ Knowledge of Tech Tools: Firebug, Webmaster, Hoot-suite, Yoono, Google Page Speed, GTMetrix, Alexa, Google Keyword Planner
- ❖ Excellent written and oral communication skills

Experience:

❖ 8-10 years of experience . Agency experience desired.