

## 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

### Job Description:

Techmagnate is looking for a Content Expert with a strong background in BFSI domain and developing an integrated marketing content strategy, producing creative and compelling content, and leveraging multiple channels and platforms for using content to reach target audiences. The ideal candidate will have experience reaching target audiences, in particular via social media platforms, including Twitter, Facebook and LinkedIn, and via community platforms, including corporate and industry blogs and forums.

### Roles & Responsibilities Include:

- ❖ Content Development / Strategy / Marketing
- ❖ Develop content marketing strategies for Techmagnate and premium clients in coordination with the Off-Page team.
- ❖ Grow and manage the database of editors, influencers for TM and premium clients

- ❖ Create content development and marketing processes that engage the Content, SEO and Social Media teams.
- ❖ Own the Blog – from content development to marketing to reviewing comments, growing subscribers etc. for all internal properties.
- ❖ Manage the personas associated with the blog.
- ❖ Manage the comments / Discuss account associated with the blog.
- ❖ Develop and implement content & outreach-based strategies to grow the blog audience and engagement numbers.

**Team Management:**

- ❖ Conduct team training sessions on an as-needed basis.
- ❖ Monitor the day-to-day work of all concerned team members, i.e. content development, guest posting and social sharing teams.

**Coordination with other Departments:**

- ❖ SEO for development of content topics, content strategy, reviewing work of guest posting team and social sharing team.
- ❖ HR for recruitment and training
- ❖ Account Management
- ❖ Communicate and meet with clients on an as-needed basis to resolve content related issues.
- ❖ Online and Offline Marketing
- ❖ Identify publications and content marketing avenues and opportunities for Techmagnate and clients.
- ❖ Develop contacts/network of editors at various niche-based publications.

8+ years experience with content writing and marketing in the BFSI/Insurance domain. Agency experience desired.