



# You are looking for a job? We are looking for you.

## Shape your future at ifm!

We are the Indian subsidiary of ifm electronic GmbH, Germany. One of the **MOST INNOVATIVE and CUSTOMER ORIENTED** multinational company engaged in application engineering, marketing and sales of Industrial Sensors as well as automation products.

For our fast growing customer base and applications, we require:-

### **DIGITAL MARKETING ANALYST**

**Location: PUNE**

## Key Responsibilities:

- Drive and execute ifm digital marketing strategy to grow customer base and increase cross-selling with existing accounts (i.e. via webinars, newsletters, email marketing)
- Plan, enhance and create all digital marketing campaigns of ifm India, that speak directly to the pain points of existing and prospective customer contacts.
- Identify process improvement areas along the campaign journey through internal analysis and market research and implement optimization measures via marketing automation.
- Maintain our existing contact database who have opted to receive our correspondence, work on data quality to minimize unsubscribes and identify future target audience to grow our contact database
- Analyze campaign performance (i.e. via A/B testing's) and implement improvements.
- Conduct success reporting on sales opportunities and revenue generated from digital marketing campaigns
- Managing and optimizing the company's social media accounts and website to increase visibility and engagement.
- Creating and managing online advertising campaigns on platforms such as Google AdWords, Facebook Ads, and LinkedIn Ads.
- Developing and distributing email marketing campaigns to target specific audiences and drive conversions.
- Maintaining a strong relationship with the headquarters in Germany and aligning the strategy for India market with the overall global marketing strategy.

## Required Skills:

- 5-8 years of experience in managing the digital marketing funnel from initial suspect to sales qualified opportunity and generating revenue
- Proficient in marketing automation technology (i.e. Salesforce Marketing Cloud)
- Familiarity with analytical and database tools
- Strong oral and written communication (English language proficiency min C/European reference or similar) and copywriting skills
- An ability to work under tight deadlines
- Willingness to travel extensively. Domestic as well as International
- MBA in Marketing is highly desirable from a reputed university

Excellent Salary package as well as other perks will be offered for right candidates, who aspire to grow with us. Please send **resume** along with **recent photograph** to –

**ifm electronic India Private Limited**  
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Kolhapur – 416234 Maharashtra  
Fax: +91 231 2672388  
E-Mail: [info.india@ifm.com](mailto:info.india@ifm.com)

**Apply now - we look forward to seeing you!**

**ifm – close to you!**