Digital Marketing Head

Hiring organization
Tech-Fius Orbit Private Limited

Employment Type
Full-time, Contractor

Date posted
August 20, 2025

Description

Techfius is looking for a **Digital Marketing Head** to lead and grow its multi-brand presence across its IT, Media, Education, and Event verticals. You will be responsible for planning and executing growth campaigns, generating quality leads (especially international), managing digital funnels, and overseeing a performance-driven team.

? **Location**: Remote / Hybrid
? **Type**: Full-Time | Leadership Role
? **Experience**: 2–5 Years (Agency or Tech Startup experience preferred)
? **Qualification**: Bachelor's or Master's in Marketing, Mass Communication, Business, or related field
? **Apply Now**: Send CV + portfolio/case studies to hr@techfius.com
? **Company**: www.techfius.com

Responsibilities

Key Responsibilities

- Design and execute **end-to-end digital marketing strategy** for all Techfius verticals
- Lead paid ad campaigns (Google Ads, Facebook Ads, LinkedIn, Instagram) targeting both Indian and **international clients**
- Manage **content marketing**: Blogs, SEO articles, newsletters, press releases, case studies
- Oversee and analyze **SEO & SEM performance**, keyword rankings, CTR, CAC, and ROI
- Develop sales funnels, automation campaigns, and email sequences for lead nurturing
- Create and track marketing dashboards using tools like **Google Analytics 4**, Search Console, Tag Manager, Hotjar, etc.
- Supervise a small team of SEO writers, designers, video editors, and interns
- Coordinate with tech teams for landing pages, tracking codes, and website optimization
- Collaborate with sales team to ensure proper lead handover and closure reporting
- Monitor competitor trends, content strategies, and industry benchmarks

Required Skills

- Proficient in **Google Ads**, **Meta Ads**, **LinkedIn Campaign Manager**, **YouTube Ads**
- Deep knowledge of **SEO on-page & off-page**, keyword tools (Ahrefs, SEMrush, Ubersuggest)
- Email marketing tools (Mailchimp, ConvertKit, Zoho Campaigns)
- CRM systems (Zoho, HubSpot, Pipedrive)
- Google Analytics 4 (GA4), Google Tag Manager, UTM tracking
- Social Media Strategy & Influencer Outreach
- Copywriting for conversion-optimized landing pages and CTAs
- Strong command of data and analytics reporting

Qualifications

- Bachelor’s or Master’s in:
    - Digital Marketing
    - Business Administration
    - Mass Communication
    - E-Commerce or related
- Minimum 2 years in managing campaigns independently or with a team
- Experience in **IT services marketing** is highly preferred

Bonus Skills (Preferred but not mandatory)

- Knowledge of web design (WordPress or Webflow basics)
- Marketing automation tools (Zapier, ActiveCampaign, etc.)
- Experience with SaaS or B2B tech startups
- Affiliate and referral marketing setup
- PR outreach and online reputation management

Job Benefits

Why Join Techfius?

- Direct impact on lead generation & business growth
- Multi-brand exposure: IT, Media, EdTech, Events, and Charity
- Flexible, creative, and growth-first culture
- Leadership opportunities with a clear growth roadmap
- Recognition and freedom to experiment with new campaigns

Contacts

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How to Apply

Email the following to hr@techfius.com:

- Updated CV
- Portfolio or campaign case studies
- Expected salary
- Links to your best-performing campaigns (if available)

Subject Line: Application – Digital Marketing Head at Techfius