

**Job Title:** Marketing Coordinator – tele calling, Digital Marketing & Community Building  
**Location:** Gurgaon  
**Position Type:** Full-time

### **Job Overview:**

We are seeking a **Marketing Coordinator** to manage and execute marketing initiatives for our **studio sales**, focusing on tele calling, digital marketing, community building, and regular promotions. The ideal candidate will possess creative skills, excellent communication abilities, and a strong understanding of social media and lead generation tactics. This role requires a hands-on approach to drive engagement, build a vibrant online community, and increase studio sales through targeted digital campaigns.

### **Key Responsibilities:**

#### **Tele calling & Client Engagement:**

- **Lead Generation through tele calling:** Conduct tele calling campaigns to engage potential customers and generate leads for studio bookings and services.
- **Client Interaction:** Maintain effective communication with clients, addressing inquiries, and pitching the studio's offerings.
- **Follow-up:** Regularly follow up with leads to nurture relationships, close sales, and promote studio services.

#### **Digital Marketing:**

- **Social Media Management:** Develop and manage content on social media platforms (Instagram, Facebook, LinkedIn, etc.) to engage with the target audience, enhance brand visibility, and drive traffic to the studio.
- **Campaign Creation:** Plan, execute, and monitor digital campaigns focused on increasing studio sales, brand awareness, and customer engagement.
- **SEO & Content Strategy:** Implement SEO strategies for website traffic growth and create engaging content such as blogs, newsletters, and promotional posts.

#### **Community Building:**

- **Online Community Engagement:** Build and maintain an active online community of potential clients and studio users through social media groups, forums, and other platforms.

- **Content Creation & Engagement:** Create interactive content, polls, contests, and updates to keep the community engaged and encourage word-of-mouth promotion.

### **Creative Promotion Design:**

- **Regular Promotions & Campaigns:** Design creative promotions for the studio's services, seasonal offers, and special packages.
- **Email Marketing:** Design email campaigns for promotions and customer engagement, ensuring they are visually appealing and persuasive.
- **Visual & Written Content:** Produce eye-catching visuals and write persuasive copy for digital ads, social media posts, and email campaigns.

### **Skills & Qualifications:**

- **Creative Skills & Communication:**
  - Strong writing skills with a creative flair for crafting engaging content, promotional copy, and social media posts.
  - Ability to design visually appealing marketing materials with basic design skills (can include tools like Canva or Adobe Suite).
  - Excellent verbal and written communication skills in English.
- **Digital Marketing Expertise:**
  - Strong understanding of how social media platforms (Instagram, Facebook, LinkedIn, etc.) work for marketing purposes.
  - Knowledge of SEO, content marketing, and lead generation strategies to enhance online visibility and generate leads.
- **tele calling & Sales Skills:**
  - Prior experience in tele calling or sales, with the ability to build relationships and convert leads into sales.
  - Ability to follow up on leads and manage client interactions to ensure satisfaction and repeat business.
- **Community Building:**
  - Experience with creating, managing, and engaging online communities on social media platforms.

- Knowledge of digital engagement strategies that foster active participation and community growth.
- **Organizational Skills:**
  - Ability to manage multiple tasks and campaigns simultaneously.
  - Strong attention to detail and ability to adhere to deadlines.

### **Preferred Qualifications:**

- Prior experience in a marketing role, especially in tele calling, digital marketing, or community management.
- Basic design knowledge using tools like Canva, Adobe Photoshop, or similar.
- Familiarity with email marketing tools (e.g., Mailchimp, Brevo, Zoho Campaigns,).
- Understanding of Google Analytics and other tracking tools to measure campaign success.

### **Compensation:**

- **Fixed Salary:** the base salary typically will range from ₹25,000 to ₹45,000 per month depending on experience and skill set.
  - **Performance-based Incentives:** Reasonable incentive structure could include **₹5,000 to ₹15,000** per month based on performance based on lead generation, sales conversions, and community engagement metrics.
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### **How to Apply:**

If you are a creative thinker with a passion for digital marketing, content creation, and sales, and are looking for a dynamic role to help drive the success of our studio, we would love to hear from you. Please send your resume along with a portfolio or examples of your creative work to apply.