



<https://www.rojgargroup.com/tech-jobs/product-marketing-manager-digital-marketing/>

Product Marketing Manager – Digital Marketing

Job Location

Noida, India

Description

Role Overview

We're seeking a data-driven and creative **Product Marketing Manager** with strong digital execution experience. The ideal candidate will drive product awareness, lead acquisition, and revenue growth through cutting-edge digital campaigns and go-to-market strategies.

Responsibilities

Key Responsibilities

🔗 Digital Strategy & Execution

- Lead full-funnel digital marketing strategies including **SEO, SEM, email, social, automation, and content marketing**.
- Manage performance marketing on **Google Ads, Meta, LinkedIn**, and other paid media platforms.

🔗🔗 Product Marketing & GTM

- Define **product positioning, messaging, and go-to-market strategy** for feature launches.
- Work closely with Product and Design teams to develop campaign insights from user needs.

🔗🔗 Performance & Analytics

- Use tools like **Google Analytics, HubSpot, Salesforce** to track KPIs (ROI, CAC, CLTV).
- Optimize marketing tactics through ongoing testing and data analysis.

🔗🔗 Cross-Functional Collaboration

- Collaborate with **sales, design, and product** to align messaging and lead generation efforts.
- Empower the sales team with marketing assets and nurturing workflows.

Hiring organization

Rojgar Group

Employment Type

Full-time

Qualifications

Bachelor's or Master's in Marketing, Business, or relevant field.

Base Salary

INR 2000000 - INR 2500000

Experience

- Minimum 5–8 years of digital/product marketing experience.
- Hands-on with HubSpot, Google Ads, Meta Business Suite.
- Strong analytical and communication skills.
- SaaS/Tech company background preferred.

Contacts

Submit

Resume:

<https://www.rojgargroup.com/submit-resume>

Apply on WhatsApp:

<https://wa.me/919813431813>

Date posted

June 22, 2025

?? Content & Communication

- Own the creation of **landing pages, case studies, thought leadership content, emailers**, and more.
- Ensure messaging is consistent across all digital touchpoints in the customer journey.

Skills

Eligibility Criteria

- Bachelor's/Master's in Marketing, Business, or related field.
- 5–8 years of experience in **digital/product marketing**, ideally in a SaaS or tech-driven environment.
- Advanced understanding of **SEO, SEM, Google Ads, HubSpot, Meta Suite, CRM systems**.
- Strong analytical, communication, and project management skills.
- Team player who thrives in fast-paced, cross-functional settings.