



<https://zoomwings.com/job/marketing-communications-manager/>

Marketing Communications Manager

We're looking for a creative and strategic Marketing Communications Manager to lead our brand messaging and drive impactful campaigns. You'll shape how the world sees Zoom Wing, crafting compelling content, managing multi-channel communications, and aligning marketing efforts with our growth goals.

Responsibilities

- Develop and execute social media strategies across LinkedIn, Instagram, Facebook, Twitter, and YouTube.
- Collaborate with exporters, stakeholders, and media teams to showcase federation activities.
- Monitor performance and prepare monthly reports using Meta Business Suite, LinkedIn Analytics, and Google Analytics.
- Manage paid ad campaigns on Meta, LinkedIn, and Google targeting global trade audiences.
- Engage with followers by responding to comments, queries, and messages promptly.
- Stay updated on social media trends and competitor activity.
- Coordinate with design and content teams for creatives and copy.

Requirements

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (Master's preferred).
- 3-5 years of experience in marketing, communications, or digital media roles.
- Strong written and verbal communication skills.
- Proven experience in developing and executing communication strategies.
- Proficiency with digital tools such as Meta Business Suite, Google Analytics, and email marketing platforms.
- Experience managing social media platforms and paid campaigns.

Qualifications

- A degree in Marketing, Communications, or a related discipline.
- At least 3 years of experience in social media marketing, ideally within agri-business, FMCG, or export sectors.
- Strong command of English and Hindi (written and spoken).
- Skilled in Canva, Meta Ads Manager, and LinkedIn Campaign Manager; Adobe Suite experience is an advantage.
- Self-motivated with excellent time management and execution skills.

Zoom Wings

Employment Type

Full-time

Job Location

New Delhi

Working Hours

Mon – Fri

Base Salary

₹ 40000 - ₹ 45000

Date posted

June 20, 2025