

## Job Alert: Lead - Digital Marketing at Thermo Fisher Scientific ,India

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**This is a great opportunity to evolve the tools and process while providing excellent digital marketing campaign delivery.**



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This role occupies a unique space at the intersection of marketing and technology with the goal of driving process and execution that better enables our team to achieve their digital marketing goals with efficiency and effectiveness. This opportunity requires the ability to operate with confidence in a dynamic, technical environment across multiple digital marketing channels such as email, SEM, SEO, display advertising and onsite merchandising. As leading Digital Marketing operations, you will ensure proper execution of digital marketing campaigns, overseeing project critical success factors, timelines and dependencies in partnership with the marketing planning team, the asset creation team, digital marketing technology specialists and marketing analysts.

You will lead a team and help coordinate and execute marketing campaigns leveraging a suite of digital marketing tools from Oracle, Adobe, Google, Salesforce.com, and IBM. This is a great opportunity to evolve the tools and process while providing excellent digital marketing campaign delivery.

### **Key Responsibilities**

- Lead the execution of digital marketing campaigns across all digital marketing channels for the organization. Deliver on the defined metrics for each campaign
- Provide subject matter expertise and support to the Marketing Planning team during the strategic planning process
- Execute programs that drive buyers to thermofisher.com and drive qualified leads to the sales organization
- Provide detailed analytics of digital marketing performance to all stakeholders to support refinement and optimization of digital marketing campaigns
- Provide post-campaign data and analysis to all stakeholders to improve campaign planning
- Develop and mature our digital marketing capabilities, nurturing expertise in key digital marketing technologies and disciplines needed to drive value and results
- Develop and execute roadmap for mobility solutions
- Anticipate future needs and develop required expertise as we journey on our roadmap towards personalization, omni-channel and automation in digital marketing Critical Competencies to Drive Business Results

- Customer Engagement Strategy: 70% of the buying process before a customer would connect with a company. This role would be expected to drive effective conversations through the Digital Marketing campaigns.
- Influence Marketing: Drive content marketing online and build a strong digital footprint in India for the organization.
- Analytical ability: Effectively applies logical thinking to gathering and analyzing information, interpreting assorted data to extract relevant and useful conclusions.
- Program Management: lead the creation of an effective project strategy, build an airtight project plan, and drive daily activities while problem-solving along the way

### **Education & Qualification**

- Bachelors degree required - MBA in Marketing preferred
- 5 or more years of hands-on experience in executing Digital Marketing Campaigns
- Experience in developing and monetizing mobile apps and solutions
- Experience executing digital marketing campaigns across multiple channels such as email, 3rd party display, SEM, SEO and onsite.
- Experience operating in a highly efficient marketing production environment with multiple competing priorities and deadlines
- Experience with a variety of digital marketing technologies such as marketing automation, CRM, analytics packages, dynamic merchandising, predictive lead scoring, etc.

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