



APP MARKETING MANAGER

Studio Mosaic is a full services mobile app studio offering customised solutions and services covering app design, development, marketing and consulting & research. Over 70% of our clients are internationally located and we're perpetually challenging the status quo of marketing while also constantly adapting ourselves to the rapidly changing mobile applications environment.

Website: www.studiomosaicapps.com

Role – App Marketing Manager

Manage the marketing and ads of mobile app campaigns, including app store optimisation, advertising management (CPI/CPC) and social media marketing.

Require candidates with 1 to 2 years experience in social media marketing (Facebook/Twitter/Instagram page/account management) and user acquisition campaign management. Strong communication skills in oral and written english will be an added advantage.

Necessary training and up-gradation skills will be provided to equip selected candidates to undertake app store optimisation (ASO) and other app marketing techniques while garnering a sense and understanding of app design & development. This leads to, and helps in becoming a master of mobile app marketing, a skill which is sparsely found, not just in India, but globally.

The ideal candidate(s) should be self driven, comfortable to work independently in a start-up consisting of 5 to 10 team members and should be extremely passionate about apps and app marketing.

We will provide the perfect environment, guidance and assistance for growth and learning where selected candidates can develop and hone their skills.

Experience -

- 1 to 2 years of formal industry / professional experience in Ad Campaign Management (Facebook, AdWords, Twitter, Instagram, etc.) and Social Media Marketing.
- The candidate(s) should be able to plan, create and optimise ad campaigns on Facebook, Google AdWords and other leading ad networks to run app install campaigns (CPI)
- They should be app savvy and well acquainted with the iOS app store and Android playstore
- Strong understanding of the principles of online / mobile marketing and advertising
- Good copywriting skills will be an added advantage

Profile -

- Self starter, with an ability to collaborate well with a cross-functional 5-10 member team
- Work creatively and efficiently within set timelines
- Ability to deal with ambiguity and adapt
- Well read and knowledgeable about global app innovation and social media trends
- Extremely strong written and oral communication skills in english
- Ability to work flexible hours and willingness to learn

Areas of Responsibility -

- Social Media Marketing & Management
 - ◆ Page / Account Management & Client Servicing
 - Strategising + Planning & Execution
- Online / Mobile Advertising (Ad Campaign Management - CPI, CPC)
 - ◆ Facebook, Twitter, Instagram, Google AdWords
- Online Reputation Management
 - ◆ Expanding Reach and Brand Awareness
 - ◆ In-bound / Content Marketing
 - Webinars, Discussions, Guest Blog Posts, Events & Conferences etc.
- PR Outreach & Features
 - ◆ App Stores; iOS appstore and Google playstore
 - ◆ App Review Sites
 - ◆ Influencers
 - ◆ Other Media Coverage
- App Store Optimisation (ASO)
 - ◆ Keywords
 - ◆ App Icon and Title
 - ◆ App Description(s)
 - ◆ App Screens
 - ◆ App Promo/Preview/Explainer Video(s)
- Collaboration
 - ◆ Working and coordinating with external agencies, partners, freelancers

CTC - upto 3.6 lakhs per annum

Interested candidates can apply directly on the website or send their CVs to jobs@studiomosaicapps.com