



APP MARKETING MANAGER

Studio Mosaic is looking for digital marketing professionals with 1-4 years experience in running paid acquisition campaigns (PPC/PPI). Mobile app marketing experience is a BIG plus! The ideal person should be bright, intelligent & upbeat and should love the excitement of a start up environment.

You must have excellent English communication skills and prior experience in running paid acquisition campaigns on Facebook, Google AdWords etc.

Studio Mosaic is an innovative and fun team of 15 people working on mobile app-based, innovative start-ups and multi-million dollar enterprises. Almost all 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.

CTC

Rs 3 to 6 lacs per annum, as per experience

ROLE

App Marketing Manager – Manage and grow our client's mobile app businesses. This included Appstore Optimisation, User Acquisition Campaign Management (CPI/CPC), Influencer Marketing, Social Media Marketing and other innovative app marketing techniques.

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 the global mobile app industry. The ideal candidate(s) should be proactive, comfortable to work independently in a start-up and should be extremely passionate about apps and app marketing. Excellent English writing and speaking skills are an absolute must!

Experience Needed

- 1 to 4 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 Required

- Self-starter, with an ability to collaborate well with a cross-functional 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
 - Strategizing + 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.
- Influencer Marketing & PR Outreach
 - Reach out to influencers, bloggers, app review sites to get coverage
- App Store Optimisation (ASO)
 - Keywords
 - App Icon and Title
 - App Description(s)
 - App Screenshots
 - App Promo/Preview/Explainer Video(s)
- Collaboration
 - Working and coordinating with external agencies, partners and clients

Interested candidates can apply directly from the website or send in their resumes to jobs@studiomosaicapps.com