

## **Multiple Roles – Magicbricks.com**

### **WELCOME TO A CAREER THAT WILL HELP SHAPE YOUR CAREER**

**About Magicbricks.com:** - Magicbricks.com is India's leading property portal. Magicbricks.com was launched in 2006 and over the years has cemented itself as the Numero Uno player in the fast growing online property classifieds business. The parent organization is the Times of India, India's largest media conglomerate.

We are based out of Noida, part of the National Capital Region, Delhi.

Our category is growing fast and we are growing faster than the category. To fuel the growth, we're becoming more user-centric, innovating & creating solutions and products which are forward-looking. We have positions across the board and are looking to hire brilliant folks, in mid-senior level positions, who are keen to make a profound impact in our internet business. We're keen on people who are self-driven, intelligent, persuasive and 'disruptive' in their approach. Do let us know if you are interested and we would be happy to give you more details regarding the same.

### **Position 1: Online Marketing Manager/ Online Marketing Head**

#### **Experience:**

For Online Marketing Manager - minimum of 4 yrs+ in core online marketing.

For Online Marketing Head - minimum of 7 yrs+ in core online marketing.

For both positions, minimum of 2 years of core, hands-on experience in a complex SEM environment is mandatory.

#### **Location – Noida.**

#### **Role description and responsibilities:**

As the leading brand in its category, Magicbricks operates with considerable scale and complexity in its marketing activities. The Online Marketing activities span the entire spectrum of Online marketing channels – Search (SEM), Display, Social, Mobile, Video, etc. We're looking for self-driven professionals who constantly seek to raise the bar and create new standards in the category. You'll get freedom to execute your ideas, an environment which prefers data driven decisions; and focuses on outcomes rather than activities. The candidate should have a deep understanding of SEM, preferably with brands which operate on similar scale. For this position, the candidate should have a strong analytical bent of mind; deep understanding of online user behaviour, good grasp of SEM processes and develop a strong domain knowledge of buying behaviour in the property space. Besides, experience in mobile marketing and/or preparation/execution of a media plan for display campaigns, including creatives, will be preferred.

For Online Marketing Head, deep knowledge of atleast 1 media channel, besides SEM, will be required.

**Requirements/Preferences:**

- PG/MBA from top b-schools will be a plus. Candidates with strong credentials in SEM Marketing in reputed organizations are also encouraged to apply.
- Core marketing concepts and consumer understanding need to be strong.
- Should be data driven and detail oriented.

**Other important Attributes:**

- High degree of curiosity, Passion for excellence
- Above average intellect
- Demonstrated business, communication, and teamwork abilities
- Basic technology orientation. Should be able to give a brief to the tech team on marketing solutions to be developed.

**Position 2: Group Product Manager**

Experience: 6 yrs+ in Product roles in the Internet Business.

Location – Noida

**Role description and responsibilities:**

- Lead a team of product managers to successfully meet the required product/business goals for Magicbricks.
- Develop a deep understanding of end users and clients; and work with the product managers to (i) identify pain-areas in the current offerings, and launch the right set of products; (ii) Look beyond the obvious and come up with path breaking, disruptive products which would be really helpful for the user; (iii) Conceptualise products which could create new revenue streams and/or offer new benefits to the consumer/client; (iv) Conceptualise and launch offerings for niche target segments.
- Tasks would include managing the team of product managers to deliver new products, functionalities and features to meet product metrics and goals.
- Be the nodal point for functions such as sales, operations, marketing, and product development.

- Evangelize product with customers both internal and external and take ownership of end to end functionality to ensure success of product.

**Requirements:-**

- Strong ideation and conceptualization skills
- Good people and project management skills
- Highly analytical and detail oriented; expert excel knowledge
- Excellent communication/ presentation skills

**Other important attributes:-**

- Experience in the mobile space would be an added plus
- MBA from top B school would be a plus
- Strong, demonstrated previous experience in product roles/ product management
- Sound understanding of technology, engineering background preferred position.

**Position 3: Product Manager**

Experience: 4 yrs+ in Product roles in the Internet Business.

Location – Noida

**Role description and responsibilities:**

- Successfully meeting the required product/business goals for Magicbricks.
- Develop a deep understanding of end users and clients; and work with the product managers to (i) identify pain-areas in the current offerings, and launch the right set of products; (ii) Look beyond the obvious and come up with path breaking, disruptive products which would be really helpful for the user; (iii) Conceptualise products which could create new revenue streams and/or offer new benefits to the consumer/client; (iv) Conceptualise and launch offerings for niche target segments.
- Tasks would include delivering new products, functionalities and features to meet product metrics and goals.
- Be the nodal point for functions such as sales, operations, marketing, and product development.
- Evangelize product with customers both internal and external and take ownership of end to end functionality to ensure success of product.

**Requirements:-**

- Strong ideation and conceptualization skills
- Good people and project management skills
- Highly analytical and detail oriented; expert excel knowledge
- Excellent communication/ presentation skills

**Other important attributes:-**

- Experience in the mobile space would be an added plus
- MBA from top B school would be a plus
- Strong, demonstrated previous experience in product roles/ product management
- Sound understanding of technology, engineering background preferred position.

**Position 4: Marketing Head**

Experience: 10 yrs+ experience in progressive marketing roles at the senior management level.

Location – Noida

**Role description and responsibilities:-**

- Development and implementation of the Brand strategy.
- Develop and drive marketing and communications strategies and initiatives that will result in increased visibility and further establishing our thought leadership position. This includes execution of marcom, brand and social media strategies.
- Guiding the day to day activities of marketing team.
- Work closely with Product Development and Product Management to assist in prioritizing strategic direction and feature/product priorities.
- Manage social media presence and direct programs to improve social media reputation and recognition.
- Undertake continuous analysis of competitive environment and consumer trends.
- Align, create and manage marketing campaigns to increase leads, opportunities, and upsell to existing customers. increase web presence, visitor traffic, and lead generation.
- Developing and managing online & offline marketing campaigns.
- Brainstorm new and creative growth strategies.
- Measure and report performance of all digital & brand marketing campaigns, and assess against goals (ROI and KPIs).

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

- Responsible for implementing branding and eminence building activities including marketing communications, branding and promotions, covering above-the-line and below-the-line campaigns to create an integrated marketing strategy.

**Requirements:-**

- MBA from a premier B school.
- High degree of curiosity, Passion for excellence
- Above average intellect