

## Big Basket Recruitment 2024 – All Jobs For You – Marketing Advertising Executive Post

**Hiring organization**  
Big Basket

### Job Location

India  
Remote work from: IND

**Date posted**  
January 13, 2024

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**Valid through**  
31.08.2024

### Base Salary

USD 17,500 - USD 23,000

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### Qualifications

12th Passed

### Employment Type

Full-time

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### Description

## Big Basket Recruitment 2024

In this role, you'll play a key part in crafting and executing impactful marketing and advertising campaigns across various online and offline channels. You'll work closely with the marketing team to develop creative strategies, manage campaign budgets, and analyze performance data to ensure success. You'll have the opportunity to make a real impact on Big Basket's brand awareness and customer acquisition efforts, all while contributing to a vibrant and collaborative work environment.

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### Big Basket Recruitment Careers

#### Responsibilities:

- Develop and implement engaging marketing and advertising campaigns across various digital channels (social media, search engine marketing, email marketing) and offline channels (print, radio, outdoor)
- Create compelling content (copywriting, visuals) that resonates with Big Basket's target audience and effectively communicates brand messaging
- Manage campaign budgets and track performance metrics, utilizing data analysis to optimize campaigns for maximum reach and impact
- Collaborate with cross-functional teams (design, product, sales) to ensure seamless campaign execution
- Stay updated on the latest marketing trends and technologies, adapting strategies to remain competitive in the online grocery space
- Contribute to the development and execution of Big Basket's overall marketing strategy

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## Big Basket Jobs Near Me

### Skills:

- Bachelor's degree in Marketing, Advertising, Communication, or a related field (freshers welcome!)
- Proven experience in developing and executing marketing campaigns, preferably in the e-commerce or retail sector
- Strong understanding of digital marketing channels (social media, SEO, SEM, email marketing)
- Excellent written and verbal communication skills, with the ability to craft clear and persuasive copy
- Creativity and a passion for storytelling, with the ability to develop engaging content that resonates with target audiences
- Strong analytical skills and ability to interpret data to inform campaign decisions
- Ability to work independently, manage multiple projects simultaneously, and meet deadlines effectively
- Proficiency in MS Office Suite and relevant marketing software tools (e.g., Google Analytics, social media analytics platforms)

**Tags:** big basket recruitment 2024, big basket, big basket recruitment 2024, big basket recruitment, big basket job recruitment, big basket delivery boy, big basket job, big basket jobs, big basket delivery boy salary, big basket delivery, big basket job apply, big basket job vacancy 2023, big basket jobs in kolkata, recruitment 2024, big basket job vacancy, bigbasket company job vacancy 2024, big basket delivery job, how to join big basket delivery boy, big basket company job

**Important Links** Find the Link in [Apply Now](#) Button

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