

# Kaamfu

<https://kaamfu.io/openings/sr-marketing-specialist-india-market-saas/>

## Sr. Marketing Specialist, India Market (SaaS)

### Description

Kaamfu Inc. is seeking a Sr. Marketing Specialist for the India market with expertise in the SaaS industry. This role will focus on developing and executing marketing strategies to drive brand awareness, lead generation, and customer engagement in the Indian market. The ideal candidate will have a deep understanding of local market dynamics and cultural nuances, and be able to tailor global marketing initiatives to resonate with the Indian audience. This is a full-time, remote position reporting to the Marketing Director.

### Responsibilities

- **Market Strategy:** Develop and implement marketing strategies specifically for the India market, aligning them with Kaamfu's overall business goals.
- **Campaign Management:** Lead and manage end-to-end marketing campaigns across multiple channels, including digital, content, email, social media, and events.
- **Lead Generation:** Design and execute lead generation strategies to attract and convert potential customers in the Indian market.
- **Localization:** Adapt global marketing efforts to meet the cultural and market-specific needs of the Indian audience.
- **Brand Awareness:** Strengthen Kaamfu's brand presence in India through targeted PR, influencer partnerships, and engaging content.
- **Analytics & Reporting:** Track, analyze, and report on campaign performance, providing actionable insights to optimize future initiatives.
- **Collaboration:** Work closely with cross-functional teams including product, sales, and global marketing to ensure cohesive marketing efforts.
- **Budget Management:** Oversee the marketing budget for the India market, ensuring cost-effective strategies that maximize ROI.

### Qualifications

- **Education:** Bachelor's degree in Marketing, Business, or a related field. A Master's degree or MBA is preferred.
- **Experience:** At least 5 years of marketing experience, with a minimum of 3 years in a SaaS environment focused on the India market.
- **Skills:** Proficiency in digital marketing tools and platforms (e.g., Google Analytics, HubSpot, CRM systems), strong project management, and communication skills.
- **Cultural Insight:** Deep understanding of the Indian market, including cultural, economic, and business practices.
- **Analytical Ability:** Strong analytical skills to interpret data and make informed marketing decisions.
- **Adaptability:** Ability to thrive in a fast-paced, startup environment with a proactive and self-motivated approach.
- **Leadership:** Demonstrated experience in leading marketing projects or teams.

### Experience

8+ years with demonstrable expertise selling in India.

### Hiring organization

Kaamfu

### Employment Type

Full-time

### Industry

Information Technology

### Job Location

Remote work from: India

### Date posted

August 23, 2024