

Samvedna Senior Care

Website: www.samvednacare.com

Facebook - <https://www.facebook.com/samvednacare>

Address: Samvedna Senior Care, G-7, Oriental Villas, Sushant Lok-III, Sector-57, Gurgaon

COMPANY PROFILE:

Samvedna is a pioneer in senior care and mental health service provider in India. Established in 2013, we are on a mission to provide the best-in-class care services. We are now looking at our next phase of growth with a digital first, technology enabled solutions for eldercare and mental wellbeing services. We are looking for dynamic, enterprising individuals keen to make an impact in our journey.

Designation – Head of Digital Services

Qualifications – MBA / BTech

Purpose of the Role:

The purpose of the role is to drive and implement the organization’s digital strategy to grow and scale the business. This would involve generating new business opportunities, unlocking revenue streams, and driving alliances that enhance customer experience by adopting digital strategies.

Job Description:

The role will report into CMO and will be responsible for growing Samvedna’s revenues and brand recognition. He/she will be responsible for driving profitable revenue growth, developing lead-to-closure customer acquisition process, optimizing efficiency through metrics and analysis, and providing market leadership. She/He must demonstrate outstanding leadership and direction to ensure the company achieves mid to long term financial targets and drives Samvedna’s growth objectives.

Responsibilities

Samvedna Senior Care Services, Sushant Lok, Gurgaon, Haryana

career@samvednacare.com

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- Oversee end-to-end digital experience of Samvedna customers
- Consolidate all digital assets to ensure optimal spend on key channels, to increase brand awareness and reach
- Develop a digital brand activation strategy for multiple markets and target audiences
- Oversee content strategy, increase engagement and ensure higher conversion rates
- Establish processes, including brand reputation management and risk, for digital activities
- Advise on customer segmentation, manage advertising spend and digital agency partnerships (SEO, performance marketing, etc)
- Setup product feedback loops to improve customer experience
- Work closely with the technology and delivery teams to streamline critical processes
- Set KRAs for team, manage and provide dashboard views to improve overall business performance

Skills

- 5+ years of experience with accelerated career path in high growth companies/startups
- Digital marketing, product marketing backgrounds preferred
- Experience in building brands online and budget ownership
- Team management, and recognized leadership skills and learners mindset
- Aware of digital shifts, trends and cutting-edge technologies

Experience - 5 – 8 years

Salary – As per industry standards

Email your interest to career@samvednacare.com

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