

**Job Title: Marketing Manager – Content**

**Location:** Ahmedabad, Gujarat

**Experience:** 3–5 Years

**Company:** Samarth E Mobility Pvt. Ltd.

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**About the Company**

**Samarth E Mobility Pvt. Ltd.** is a new-age electric mobility startup launching a range of two-wheeler EVs shortly. We are an Ahmedabad-based business group committed to innovation and sustainability in the electric mobility space. As we prepare for launch, we are building a dynamic team to drive our growth and long-term roadmap.

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**Role Summary**

We are seeking an experienced and creative **Marketing Manager – Content** to lead our brand's storytelling across digital, media, and influencer platforms. This role demands strategic thinking, strong execution, and a passion for content that engages and converts.

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**Key Responsibilities**

- **Content Strategy & Development**
  - Plan and develop long-form SEO content (blogs, website copy, whitepapers)
  - Ensure content aligns with brand tone, messaging, and SEO best practices
- **Public Relations (PR)**
  - Write press releases, articles, and company communications
  - Manage media relations to enhance brand visibility
- **Influencer Marketing**
  - Identify, engage, and manage influencer partnerships
  - Monitor performance and optimize campaign impact
- **Digital Campaign Content**
  - Create engaging ad copy for Meta, Google, and YouTube campaigns
  - Collaborate with performance marketing for data-driven content
- **Communication Design Coordination**

- Work with design teams to develop branded creatives and visual storytelling
    - Maintain brand consistency across all formats
  - **Social Media Marketing**
    - Manage content calendars and storytelling across platforms
    - Drive audience engagement and track key performance metrics
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## **Requirements**

- 3–5 years of relevant experience in content marketing, digital strategy, or communications
- Strong command of SEO, social media, influencer marketing, and PR
- Excellent writing, editing, and communication skills
- Creative thinker with project management capabilities
- Experience in EV, automotive, or tech sectors is a plus