

MARKETING Manager - LEVEL 1

Document Version & History

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Role Tasks

Scope

Owns Envigo's entire marketing function — spanning brand, content, digital channels, lead generation, and analytics — to drive consistent growth in visibility, pipeline, and revenue.

The Marketing Manager translates business objectives into integrated marketing plans across SEO, PPC, social media, email automation, events, and content.

Acts as the bridge between Sales, Delivery, and Leadership teams to ensure marketing initiatives are ROI-driven and aligned with Envigo's rebranding and global expansion goals.

Business Outcome:

- Brand Leadership & Market Positioning Success
- Campaign & Demand Generation Success
- Content & Thought Leadership Success
- Digital Channel Growth (SEO, PPC, Social & Email)
- Analytics, Reporting & Process Governance
- Team Development & Performance Enablement

1. Brand Leadership & Market Positioning Success

- Build and execute the annual marketing plan aligned with business goals.
- Lead brand messaging and position Envigo as an AI-driven software partner.
- Oversee visual and verbal brand consistency across web, social, and campaign assets.
- Manage public relations, press releases, and event presence.
- Establish partnerships and media collaborations that strengthen Envigo's credibility.

2. Campaign & Demand Generation Success

- Design and execute integrated campaigns combining SEO, PPC, social & email.
- Allocate monthly budgets and monitor CPL, ROAS, and pipeline impact.
- Build campaign funnels for product launches, case studies, and events.
- Collaborate with sales to align campaign messaging with buyer journey.
- Ensure marketing-to-sales handoff and lead tracking through CRM.

3. Content & Thought Leadership Success

- Oversee editorial calendar covering blogs, case studies, whitepapers, and email series.
- Approve and review long-form content for quality, tone, and strategic alignment.
- Collaborate with technical teams for thought leadership on AI, FinTech, and Cloud.
- Build Envigo's "Learn Hub" as a central knowledge and AEO-ready content repository.

4. Digital Channel Growth (SEO, PPC, Social & Email)

- Supervise SEO and PPC strategy execution by Digital Marketing Executives.
- Guide social media planning and ensure steady engagement growth.
- Oversee monthly email marketing plans and automation workflows.
- Approve target audiences and budgets for each channel.
- Optimize channel mix to maximize MQL output and brand visibility.

5. Analytics, Reporting & Process Governance

- Set quarterly KPIs and review progress through GA4 and CRM dashboards.
- Maintain cross-team visibility via monthly performance reports.
- Present data-backed insights to leadership with recommendations for optimization.
- Monitor team utilization and campaign ROI to guide resource allocation.
- Enforce marketing documentation and approval standards (blogs, ads, collaterals).

6. Team Development & Performance Enablement

- Manage and mentor a team of specialists across content, SEO, PPC, and social.
- Conduct bi-weekly 1-on-1 check-ins and monthly team reviews.

- Identify training needs and upskilling opportunities (AI tools, analytics, AEO).
- Foster a collaborative and creative work culture with clear ownership.

6. Process Adherence

- Maintain documentation of all published and in-progress content in the internal content tracker.
- Follow Envigo's content review and approval workflow strictly.
- Risk Management - Proactively raises risks upfront and suggests solutions or alternative approaches to prevent them.
- Adhere to all the technical and non-technical processes and suggest pros and cons to improve it.
- Proactively inform the leaves and availability of the line manager and it should be planned well and applied upfront in HRone. Inform the same PM if you are in an emergency situation.
- Maintain 40 Hrs and clock the efforts to the Time Management tool accurately and on time.
- Ensure plagiarism-free submissions (minimum 98% uniqueness).

Competency Required

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	1. Strategic Planning (4) a. Ability to translate business goals into marketing roadmaps. 2. Leadership & Team Management (4) a. Guides and motivates cross-functional marketing teams. 3. Communication (4) a. Clear stakeholder communication and executive presentation skills. 4. Analytical Thinking (4) a. Data-driven decision making based on performance metrics. 5. Teamwork and Collaboration (4) a. Cross department activities and planning. 6. Budget Ownership (3) a. Plans and optimizes marketing spend for ROI.
Knowledge (Proficiency)	1. AEO, GEO & CRO Models (4) a. Understands generative optimization and visibility principles. 2. Integrated Campaign Management (4) a. SEO, PPC, Email, Social & Content integration. 3. CRM & Marketing Automation (3) a. HubSpot, Zoho, or similar experience. 4. Market & Competitor Intelligence (3) a. Translates research into positioning and content strategy. 5. Brand Narrative & Storytelling (3) a. Drives Envigo's thought leadership agenda. 6. Business and Market Trends (3) a. Dive deeper into trends specific to our industry or niche. b. Recognize evolving social and cultural trends that can impact consumer preferences and expectations. c. Analyze market entry barriers, cultural differences, and economic conditions in target regions.
Self-Image (Perspective)	● Brand Custodian ● Mentor ● Strategic Leader

	● Creative Communicator ● Strategic Thinker ● Customer-Centric ● Results-Oriented
Traits (Perspective)	● Decisive ● Analytical ● Empathetic ● Innovative ● Resilience ● Passionate, Dedicated and Focused.
Motives (Perspective)	1. Growth 2. Impact 3. Team Success

PERFORMANCE MANAGEMENT GOALS

Goals are categorised into 3 sections

Category	Details	Weightage
Business Outcome	Campaigns, Leads, Brand KPIs, and ROI delivery.	70%
Proficiency	Leadership & skill growth evaluation via Skills-Base.	20%
Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, your manager, your peers and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%

Goals – Business Outcome

Category	Weightage 100	Weightage 70	Details
Brand & Positioning	20%	15%	Individual Detailed KPIs would be derived from the role sheet
Campaign & Demand Generation	20%	15%	
Content & Thought Leadership	20%	15%	
Digital Channel Growth (SEO, PPC, Social, Email)	25%	15%	
Analytics & Governance	5%	3%	
Process Adherence	5%	3%	

PERFORMANCE REVIEW

Category	Tool	Responsible	Details
Business Outcome	HRONE	Goals would be divided to multiple people for Review e.g. HR Related Goals would be HR Manager	Self-Evaluation from Sep 1 to Sep 15 Mar 1 to Mar 15 Review Session would be scheduled by HR SPOC/Manager. The meeting will include 1. Reporting Manager (Mandatory) 2. HR Manager (Mandatory) 3. Finance Manager (Mandatory) 4. All SBU Heads (Mandatory) 5. BA Team Lead (Mandatory)

			All concerned reviewers should have the ratings done and ready before the meeting. We assess together as to why these ratings and come to a consensus. 1 Hour Meeting.
Proficiency	Skills Base	Reporting Manager SBU Heads RTC	Self-Assessment from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating would be taken from the Skills-base
Perspective	Zoho	Peers, Dotted Line Manager, Direct reportees	This would be conducted from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating would be taken from the 360-degree tool.