



Bajaj Finserv Direct Limited

Manager – Campaign, Lending Partnership
Location - Pune

About Bajaj Markets:

Bajaj Markets, a subsidiary of Bajaj Finserv and one of the fastest growing fintech in India, is a one-stop digital marketplace that offers multiple financial products across all categories - Loans, Cards, Insurance, Investments and Payments. Bajaj Markets has partnered with some of the most trusted names to offer choice to its customers and help them achieve their financial life goals.

Having started its journey as a fintech, Bajaj Markets has since then, built a very strong business as a techfin. Its Technology services businesses are built on its core capabilities in consumer insights, technology and data analytics. Its first B2B SBU, Skaleup, has been created to become the leading digital technology services provider in India through deep domain expertise and execution capabilities.

Besides this, Bajaj Markets has built a new business unit to become the preferred partner for digital technology initiatives across all group companies of Bajaj Finserv. Herein, the strategy is to align with digital technology roadmap objectives of all the group companies of Bajaj Finserv and offer digital technology services and platforms at market competitive rates.

As the tagline goes, with Bajaj Markets, “Ab Choices Hue Aasaan”

Get to know more about Bajaj Markets via the following links:

Websites:

<https://www.bajajfinservmarkets.in/>

Bajaj Markets on LinkedIn: [Click here](#)

Bajaj Markets on Glassdoor: [Click here](#)

Our Long-Term Vision

We aspire to become one of India’s largest BFSI Marketplaces & build a profitable digital technology services business with a global footprint.

The **Financial Services Marketplace** offers products across multiple categories across Assets, Liabilities, Payments, Insurance & Investments in partnership with 37 Banks, Insurers & Financial Institutions by providing choice & convenience of 1,300+ Financial Products.

We intend to forge additional partnerships with reputed financial institutions to offer the **widest range** of financial products & services across manufacturers, thus building a destination that offers choice in a **frictionless** manner with high degree of **convenience** for users.

Our **Technology Services business** is geared to offer 6 core offerings – Digital Applications, Customer and Enterprises Solutions, Data Engineering, Analytics Services, QA and Automation and Managed Cloud Services. We will offer these services in India & overseas territories.

BFSI Marketplace Construct

Ambition	Strategy	Approach
Become 'Amazon' of BFSI Marketplace in India and occupy one of the top 3 positions by size & customer choice	Become a specialist of BFSI space. Offer widest range of financial products & services across manufacturers to provide choice	Build a BFSI marketplace that offers choice in a frictionless manner with high convenience. Focus will be to drive high pull traffic by leveraging megatrends & partnerships

Technology Business Construct: Captive

Ambition	Strategy	Approach
Become a preferred partner for digital technology initiatives of all group companies. We will establish a dedicated Strategic Captive digital technology services unit for Bajaj Group companies	Align with digital technology roadmap objectives of group companies and profitably offer services and platforms at market competitive rates	Efficiently recruit, train, and deploy digital technology talent at scale. Continuously build and leverage cutting edge domain and digital technology capabilities

Technology Business Construct: Non-captive

Ambition	Strategy	Approach
Become a large scale profitable digital technology services provider which enables success of clients	Be a leading digital technology services provider from India in the financial services sector through deep domain expertise and execution capabilities. Build scale & focus on profitability	Offer Digital Technology services for BFSI industry across four geographies with hub and spoke model. Create capability to efficiently recruit, train, and deploy digital technology talent at scale

Job Summary:

We are seeking a skilled and experienced Consumer Campaign Manager to join our team. The Consumer Campaign Manager will be responsible for developing and executing effective digital marketing campaigns that promote our products and services to individual customers. Campaign Manager should have in-depth understanding of digital channels like Email, SMS, WhatsApp, WebPush, Affiliate management, Google/Facebook and other PPC platforms, customer audience capability, various types of campaigns and objectives, ability to understand what campaign suits better as per business.

Manage end-to-end paid media campaigns, from ideation to media planning, creative communication, and in-depth analysis of performance to drive optimization - across multiple channels.

Conduct keyword research, maintain and monitor keyword bids, budget caps, impression share, quality score and other important account metrics. Optimize the ad copy, landing pages for better results, analyze creative performance.

Drive campaign optimizations via experiments & new initiatives - A/B testing, channel-spend-mix and more. Measure & analyses performances of all marketing campaigns against goals. Collaborate with internal teams to improve the funnel & drive efficiency across the metrics. The ideal candidate should have excellent communication and organizational skills, be able to multitask and manage competing priorities, and have a passion for delivering results that resonate with consumers.

Responsibilities:

- Develop and execute digital marketing campaigns that resonate with individual customers and align with company goals and objectives.
- Collaborate with cross-functional teams to ensure campaign success, including design, content, product, and sales.
- Analyze campaign data and adjust strategies as necessary to improve campaign performance and customer engagement.
- Develop and maintain campaign budgets and timelines.
- Identify and communicate campaign performance metrics and progress to stakeholders, with a focus on how campaigns are driving consumer behavior.
- Research and stay up-to-date on industry trends and best practices to continually improve campaign effectiveness for the consumer market.
- Requirements:
- 3+ years of experience in campaign management or a related field, with a focus on consumer marketing.
- Strong project management and organizational skills.
- Excellent communication and interpersonal skills, with an ability to connect with individual consumers.
- Ability to multitask and manage competing priorities, while keeping the consumer at the forefront of all campaigns.
- Experience with digital marketing channels and platforms that resonate with individual consumers.
- Understanding of campaign analytics and reporting tools for the consumer market.
- Knowledge of industry best practices and trends for the consumer market.
- Strong PPT and Excel skills as well as data analysis & problem-solving abilities.

- Core understanding of conversions tracking and attribution modelling including pixel/tags creations, conversion setting, etc.

Preferred Qualifications:

- Master's degree in marketing or business administration.
- Experience in B2C marketing, with a focus on individual consumer behavior.
- Familiarity with marketing automation tools that cater to individual consumers.

