



Job Title: Marketing Executive – Digital & Lead Generation

Location: Anywhere in India (Preferably Navi Mumbai)

Work Mode: Remote / Work From Home

Department: Marketing & Business Development

Reporting To: Business Head

Employment Type: Full-Time / Contractual (based on experience)



About MECTEC

MECTEC is a rapidly growing sales and service company based in Navi Mumbai, Maharashtra, specializing in **new and pre-owned tower cranes, construction hoists, retractable loading platforms, load cells, and anti-collision systems**. We serve civil contractors, developers, builders, and rental companies across India's infrastructure and construction industry.



Job Objective

To drive **digital marketing, social media engagement, and lead generation** for MECTEC. The ideal candidate will take ownership of building our **online brand presence**, running **targeted campaigns**, and converting visibility into qualified sales leads.



Key Responsibilities


- Manage and grow MECTEC's presence on **LinkedIn, Instagram, Facebook, YouTube**, and other relevant platforms.
 - Plan and execute **content calendars, campaigns, and ads** to build brand awareness and generate leads.
 - Design or coordinate creation of **visual content** (images, infographics, videos, reels, product demos).
 - Write engaging content including **posts, newsletters, and marketing copy**.
 - Run **paid ad campaigns** (Google Ads, Meta Ads, LinkedIn) with focus on construction industry audience.
 - Collaborate with the sales team to track and qualify **marketing-generated leads**.
 - Monitor digital analytics to **optimize campaigns** and improve ROI.
 - Manage email marketing, WhatsApp marketing, and B2B outreach automation tools.
-


Qualifications and Skills

- Bachelor's degree in Marketing, Mass Communication, Digital Media, or equivalent.
 - **2+ years of experience** in B2B digital marketing or lead generation.
 - Proven expertise in **social media management tools**, ad platforms, and design software (Canva, Photoshop, etc.).
 - Knowledge of SEO, SEM, Google Analytics, and marketing automation is a plus.
 - Creative mindset with excellent communication and organizational skills.
 - Ability to work independently and meet deadlines in a remote setup.
-

What We Offer

- Flexible work-from-home setup
 - Exposure to India's construction and infrastructure ecosystem
 - Opportunity to lead the branding efforts of a growing company
 - Competitive compensation with performance-based incentives
-

 **To Apply:** Send your resume and portfolio to kanchan@mectecvspl.com

 **For Enquiries:** Contact us at +91 8433957103