



Join a high-performing group with a purpose:
to grow a safer, cleaner, healthier future
for everyone, every day.

We are hiring for **Senior Executive - Digital Marketing** in **Halma India**

Location	Business Unit	Report to
Bengaluru	Halma Core	Lead - Digital Marketing

About us

Halma is a global group of life-saving technologies companies, driven by a clear purpose. We are an FTSE 100 company with headquarters in the UK and operations in 23 countries, including regional hubs in India, China, Brazil, and the US

Our diverse group of nearly 50 global companies specialise in market leading technologies that push the boundaries of science and technology.

For over 50 years, the combination of our purpose, strategy, people, DNA and sustainable business model has resulted in **record long-term growth in revenues and profits and an increase in dividend by $\geq 5\%$ every year**– an achievement unrivalled by any company listed on the London Stock Exchange.

Halma India fulfils the potential of the region by harnessing the diverse talents, expertise, infrastructure, and operational

We have a team of over 250 professionals representing commercial, digital and support functions across our seven offices in India, two in Bengaluru and one each in Delhi, Mumbai, Thanjavur, Vadodara, and Ahmedabad.

HALMA INDIA IS CERTIFIED AS A GREAT PLACE TO WORK.

Here's why working with us is fulfilling:

We offer a safe and respectful workplace, where everyone can be who they 'REALLY' are, feel free to bring their whole selves to work and use their unique talents, knowledge, expertise, experiences, & backgrounds to create meaningful outcomes.

We nurture entrepreneurial spirits and empower them to think beyond the possibilities, to discover, shape and build their own unique stories. Our diverse businesses and operations provide fulfilling opportunities to grow as individuals and make an impact.

We are simple, humble and approachable, and we believe in leadership at all levels to bring our purpose to life. Everyone at Halma India makes an impact, and so do you when you join us!

Halma India is an equal opportunity employer, which means the base of our recruitment decisions is always on skills, competencies, attitudes, and values. We are committed to hiring from diverse backgrounds without regard to age, ethnicity, religion, marital status, disability status, sex, gender identity, or sexual orientation.





Detailed job description

Position Objective (The purpose of role in current business/market scenario)	Halma companies operate in niche b2b markets providing advanced technology solutions at a premium. The India Hub is offering digital marketing as a shared service to Halma companies who opt in. The number of Halma companies in the program is expected to go up from 5 to 7 companies in coming months. To deal with the additional work load this role reporting to the Lead Digital Marketing has been created. The Senior Executive Digital Marketing will play a crucial role in independently driving digital campaigns, creating content and generating leads through various digital marketing activities in India & Neighbouring regions that include the campaign for emailers, Ads for social media like LinkedIn, Google ads, landing pages, video content, etc.
Responsibilities (KRAs / deliverables / job expectations)	Digital Marketing initiatives for multiple Halma Companies: - Proactively coordinate with Halma India Sales representative of each business to understand the product, Technology, and specifications to create digital campaign for companies, that showcases the products or solutions being offered. - Conduct thorough research on industry-related topics that are required to be written about. - Passionate about generating effective and impactful ways to get key messages delivered based on customer insights. - Create original, concise, distinctive, innovative headlines and body copy as well as creative & unique Ad copies that can instantly connect with target audiences. - Develop content for websites, SEO-optimized articles for blogs, social media, e-mailers, and case studies. Proof check before the release of content. - Develop and create marketing/ promotional video content script. - Coordinate and ensure consent are acquired from relevant customers and other stakeholders before release. - Analyse campaign, create reports on leads generated out of ongoing campaigns to draw insights and provide suggestions / solutions. Expectation: Taking Ownership and being Agile and responsive to the diverse business needs of Halma companies and open for the feedback provided on content created.
Critical Success factors (critical / high impact aspects of role)	- Self-driven and Independent in driving adoption of concepts / ideas with accountability. - Flexible to understand diverse and varying marketing needs across various stakeholders – especially diverse b2b niche technologies. - Transparent and Effective Communicator with all stakeholders, while being proactive and assertive. - Organised and methodical with following processes for content creation.

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Academic qualification	- Any Graduate. - Certificate course in digital marketing (certificate is not essential if they know and have experience in digital marketing). - Certificate Course in Design Software like Adobe Illustrator, Canva. (certificate is not compulsory if they know how to design).
Experience (exposure)	- Total Experience of 3-5 years. - Minimum 3 years of Experience in product company / b2b organization driving end-to-end digital marketing campaigns. - Experience in Email, LinkedIn Paid Ads and Google Ads copywriting. - Experience in developing SEO-optimised content for websites, landing pages, and marketing materials. - Manage and update customer's Database time to time.
Key attributes (critical functional competencies)	- Understanding the role of content in the overall context of digital marketing campaigns and business. - Ability to evaluate key messages that best suit across various business/audiences and markets sector. - Knowledge in creative design using Canva. - Exposure to HTML Email Design tools. - Generating campaign and content ideas.
Competencies (fundamental skills and attitudes)	- Independent. - Flexible (to deal with variables). - Rigor and organised (in execution). - Analytical mind with attention to details (in drawing lessons /learnings). - Good Communicator.

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