Job Description: Marketing Associate

Ahmedabad | Work From Office | Full-time

Job Snapshot	
Position	Marketing Associate
Company	BluTec.AI — “AI That Never Sleeps”
Location	Ahmedabad
Work Mode	Work From Office
Employment Type	Full-time
Qualification	Graduate (any stream); BBA / BMS / BCom / Mass Communication preferred
Experience	0–3 years (creative freshers are welcome)
Annual CTC	₹4 LPA *(Final CTC depends on interview performance)*
Apply At	careers@blutec.ai

1. About BluTec.AI

BluTec.AI helps businesses adopt AI-powered automation solutions that work around the clock — our promise is “AI That Never Sleeps.” We are a fast-growing team building the next generation of automation products, and we are looking for a creative, data-curious Marketing Associate to help more businesses discover and benefit from them.

2. Role Overview

As a Marketing Associate, you will build the BluTec.AI brand and create demand for our automation products. You will plan and publish content, run campaigns across digital channels, support lead generation for the sales team, and track what works so we can keep improving our reach and results.

3. Key Responsibilities

- **Content Creation:** Create engaging posts, blogs, case studies, emails and product copy that explain BluTec.AI solutions in simple, business-friendly language.
- **Social Media Management:** Plan, schedule and manage BluTec.AI's presence on LinkedIn, Instagram, YouTube and other relevant platforms.
- **Campaign Execution:** Run email, WhatsApp, LinkedIn and paid campaigns to generate quality inbound leads.
- **Lead Generation Support:** Build landing pages and lead forms, and work closely with the BDE team to hand over and follow up on marketing-qualified leads.
- **Creatives & Design:** Create posts, banners, short videos and presentation material using tools like Canva and AI design tools.
- **SEO & Website:** Support on-page SEO, keyword research and regular website content updates to improve organic traffic.
- **Events & Webinars:** Help plan and promote webinars, demos and online events, including registrations and follow-ups.
- **Analytics & Reporting:** Track campaign performance, report key metrics and suggest improvements.
- **Market Research:** Keep an eye on competitors, AI and automation trends, and customer needs to inform our marketing strategy.

4. Required Skills & Competencies

- Excellent written and verbal communication skills.
- Good understanding of social media platforms and digital marketing basics.
- Creativity with practical skills in Canva or similar design tools.
- Awareness of AI tools / LLMs (ChatGPT, Gemini, etc.) and ability to use them for content and research.
- Basic knowledge of Google Analytics, Meta Business Suite, Google Sheets and MS Office.
- Strong attention to detail, ownership and ability to meet deadlines.
- Willingness to learn quickly and collaborate with sales and tech teams.

5. Eligibility

- Graduate in any stream.
- 0–3 years of relevant experience in digital marketing, content creation, social media or brand marketing.
- Freshers with strong communication skills and a good portfolio are welcome to apply.
- Willing to work from our Ahmedabad office.

6. Good to Have

- Prior experience in SaaS, IT, automation or technology marketing.
- Hands-on experience with SEO tools, email marketing tools or paid ads (Google / Meta / LinkedIn).
- Basic video editing skills.
- Fluency in English, Hindi and Gujarati.

7. Compensation (Annual CTC)

Annual CTC: ₹4 LPA.

Note: The CTC mentioned above is indicative. The final CTC offered will be decided based on the candidate's performance in the interview process.

8. Growth Path

Stage	Focus
Today	Content creation, social media, campaign execution and lead generation support
Next	Owning marketing channels, performance campaigns and brand strategy for BluTec.AI products
Future	Senior marketing / marketing lead roles as BluTec.AI grows

9. Hiring Process

Telephonic Round → Interview Round → Final Interview

10. How to Apply

Interested candidates can send their updated resume to the email below, with the subject line "Application – Marketing Associate".

Apply now: careers@blutec.ai

This is where the Automation starts!