

Associate Manager – Digital Marketing

We are united by the passion to provide cutting edge solutions and to deliver electricity economically to the most underserved households in India and around the world.

Power delivery is one of the most exciting sectors to be in energy industry. By 2025, an estimated 2400 GW of power generation will be added to the world and over 85% of global electricity growth is expected to come from the emerging markets. We are well prepared and excited to participate in opportunity created by government's vision of 24x7 power for India. Sterlite Power has continuously shown the rigor to lead the way in the power sector.

- ☞ We are already the largest private sector power transmission developer in India with 24 Extra High Voltage (EHV) transmission lines and 6 substations with over 6,000 Circuit Km and 6,500 MVA of transformation capacity spanning across 14 states.
- ☞ We are the first transmission company to deploy aerial technologies for surveys (LiDAR) as well as conductor stringing in the country with international technology partners.
- ☞ We have attracted the first private foreign direct investment (FDI) in transmission sector and floated the first ever AAA rated transmission bond in the country.

Our Mission:

Our growth will be shaped by an ambitious 3-year plan to achieve a market cap of \$3-4 bn with a net profit of \$200-300M. We will do this through disproportionate investment in:

- ☞ Technological Innovation – We will use technology as the key component to alleviate pain points of the sector (project delay, right of way, safety, transmission losses).
- ☞ Differentiated & Proprietary Offerings – We will generate ROCE that is 2x of industry average by investing and focusing on differentiated and proprietary offerings.
- ☞ Surpassing Customer Expectations – We will earn a premium from the customer by surpassing their expectations.
- ☞ Invest in Intangibles – We will invest disproportionate capital in Intangibles like R&D, Brand, and Communication, IP etc. compared to tangibles like plant & machinery, or working capital.

What we are best at?

- ☞ We reduce the risks of transmission asset ownership by offering transmission **Services** by developing transmission systems on build, own, operate, maintain basis.
- ☞ We solve the most challenging transmission problems by providing hi-tech Turnkey **Solutions**
- ☞ We design, develop and manufacture world-class power transmission **Products**
- ☞ We aim to create **new and innovative business models** in the newer areas (e.g. of Energy Storage, Big Data and Energy Retailing ...)

Our Core Values:

We at Sterlite Power govern ourselves through a set of core values and beliefs, which are tenets that are absolutely non-negotiable within Sterlite. Our core purpose and values guide and direct us, and determine who fits within our organization and who does not, and it's a line by which all other decisions are measured.

- 🔗 Respect: People & Perspectives
- 🔗 Innovation: Everyday, Everywhere
- 🔗 Social Impact: Empowering Humanity
- 🔗 Fun: Work is Play

We want you to help achieve our mission and be driven by purpose which drives each one of us in Sterlite power. We will continue working towards addressing toughest challenges energy delivery space has to offer.

About Our lineage:

Sterlite Power is a wholly owned subsidiary of Volcan Holdings, who is also the majority shareholder of Vedanta Resources Plc, and Sterlite Technologies Limited.

Vedanta Resources Plc is a FTSE listed company headquartered in London with primary business interests being in the areas of mining, metals and oil & gas. In addition to India, Vedanta Plc has operating assets in Australia, UAE, Zambia, South Africa, Namibia and Ireland. Vedanta Ltd has six lines of businesses namely Iron ore, Zinc, Copper, Aluminum, Electric power and Oil & Gas. They are the leading producers of each of these minerals in India and in some cases ranked amongst top-5 in the world. The company has been consistently ranked as one of the fastest growing and best performing natural resources company in the world.

Sterlite Technologies is a global leader in providing state-of-the-art telecom and power delivery solutions to the world. It has been an employer of choice, and has been recognized as one of the most innovative organizations. Owing to explosive growth that is expected in both sectors, the shareholders decided to demerge the company in order to create pure-play entities. The power business will henceforth be housed in Sterlite Power, and the telecom business continues in erstwhile Sterlite Technologies. Both businesses have independent boards and highly accomplished management teams.

Role Description	
Role Title	Associate Manager – Digital Marketing
Role Purpose	This role is responsible for the execution of all strategic & tactical digital initiatives across the organization
Working with (supplement with org structure)	Head – Digital Marketing, Branding & Thought leadership
Where the role fits in	(Detail the org structure and where the role fits in)

CTC Range	M6
Role Demands	<p>This position is operationally responsible for ensuring the availability, integrity, and security for all Digital Systems.</p> <p>Partnering with BUs & Functions to attain their respective the digital goals</p> <p>Use digital as a lever to enhance the Sterlite Power brand globally</p>
What we promise to you	<p>An opportunity to bring about real change/ create a deep impact touching the lives of large section of humanity.</p> <p>A platform to experiment fearlessly</p> <p>A deep respect and focus on your individual well-being, personal space, and overall growth</p>
Location	Mumbai

	Essential	Desirable
Experience	<p>Min: 5 years of total experience in digital</p> <p>Bachelor degree</p> <p>Master degree</p>	<p>MBA desirable but not essential</p> <p>Digital Marketing Certifications</p>
	<p>Proven experience and success with web technologies, content management systems</p> <p>Proven experience with social media platforms</p> <p>Knowledge of analytics tools such as Google Analytics</p> <p>Extensive knowledge of social media listening, influencer campaigns & event promotion through digital</p> <p>Experience in demand generation & lead management</p> <p>Working knowledge of email marketing through automation tools</p>	<p>Google Analytics Certification</p>
Responsibilities	<ul style="list-style-type: none"> Plan and manage digital marketing campaigns 	

	<ul style="list-style-type: none"> • Manage and maintain the organization’s website(s) and ensure improve ranking through SEO (on page & off page). Optimize content for the social networking accounts such as Facebook, Twitter etc. • Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing • Manage online banner adverts and oversee pay per click (PPC) ad management • Work on printed material to supplement online products • Track and analyse website/Social media traffic flow and provide regular internal reports • Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion • Fix any errors or bugs in online content • Manage vendor partners from onboarding to payment • Take responsibility beyond role definition and contribute in branding & thought leadership efforts as appropriate 	
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Behavioural Competencies (Select the 4 most relevant competencies out of the following and delete the rest)

	Able to take tough decisions when appropriate.
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Achievement Orientation	Thoughtfully commits significant resources in the face of uncertainty to reach challenging goals.
Altrocentric Leadership	Communicates a compelling vision, often with a sense of a higher purpose or mission, Ability to build work across the organization
	Motivate and mobilize others, create a team environment, generates excitement, enthusiasm and confidence in the group.
	Inspires the team to achieve their own and the strategic goals of Sterlite; Empowers the team to perform to their best and beyond
Impact and Influence	Brings a coalition of people together to support an idea, project or change, Demonstrated ability to build trust.
	Promote the wins, highlight the risks negated, Build credibility
Initiative	Constructive and proactive approach to problem solving
	Responds quickly and acts decisively to address potential threats or crises,
Customer Service Orientation	Becomes a trusted advisor in the customer's decision-making process
	Strong cross-functional relationships across the organization, win-win partnerships with customers
	Works with a long-term perspective in addressing customers' needs
Innovative Thinking	Tries new ways and adapts own strategy to innovate
	Thinks of and comes up with alternative approaches/working methods which can lead to better outcomes
Information Seeking	Habitually scans for new developments, tuning into a broad range of sources to see what is new
	Uses a variety of data sources to form a well-rounded and objective view
	Keeps up with trends and cutting edge practice from beyond one's own context

Analytical Decision Making	Does in-depth research and obtains relevant information from unusual sources in order to make more informed decisions, within the desired timeframe
	Evaluates and establishes norms/ processes that enable quick and timely decision making within Sterlite.