



Position Title: **Growth Marketing Leaders Program 2022**

Tag line: Transform Your Career with T-Shaped Marketing

About Us

Cloudways is a managed hosting provider, born out of the Gaditek group, that emphasizes performance and simplicity. From the simple server and application launch to the ongoing server maintenance, Cloudways takes away all the hassles of server management so that you can continue to focus on growing your business.

Our mission is to empower people so that they can move their dreams forward. We believe in winning as a team with innovation & simplicity. And we do this by investing in the right talent and by organizing the perfect teams. The digital playground that we have built enables everyone to be competitive and feel empowered. Yet, when you walk into our office, you feel like you're in a digital art gallery. It's the common state of mind here. One that, we believe, empowers our team to look forward to coming to their second home.

Like you, we are young and passionate about our goals in life. Our business model reflects those elements, and our team mirrors them every day. And we invite you to come play with us and build true digital experiences for our customers.

To find out more about us, visit our own digital footprint at [www.cloudways.com /aboutus](http://www.cloudways.com/aboutus) www.gaditek.com or [www.fb.com/gaditek](https://www.facebook.com/gaditek).

Position /Skills set/Repertoire:

While marketing to customers through billboards, radio, and newspaper ads are still effective, Digital Media has added a new dimension to marketing and strategic communications. Cloudways is a true product driven Platform that plays on innovative and cutting-edge technologies. The digital playground that we have built enables everyone to be competitive and feel empowered. We are launching an exclusive marketing leadership program with a leading edge curriculum because the training has been created specifically for the program and reflects innovative and current digital marketing concepts and knowledge. During the program you will learn digital marketing

fundamentals, integrated marketing communications, and branding, as well as the innovative and new marketing areas of content marketing, community marketing, digital marketing research, social media, affiliate marketing, product marketing, Inbound marketing, content production etc. The program has been designed for those individuals who want to pursue their career in the digital marketing domain.

Who Should Apply?

Interested to kickstart your career in a world-class tech start-up, with a fun and unpredictable environment where growth is not restricted by the higher ups but only by yourself. Interested in gaining expertise in the digital world of marketing? or grow a business? may eventually be leading a team or teams? Then this is for you.

Why do we have this Management Trainee Program?

We realized that there is a huge mismatch between the skills required in the modern day digital SMEs and the skills taught in the universities, which are mostly catered to traditional MNCs. Therefore we decided to take the initiative to equip the right talent with the right tools so that they can produce the right results for themselves and the company.

What can you expect from this program?

The program is expected to be 6 weeks long and every successful trainee will qualify for the full time marketing executive followed by Lead and then Manager. Which area you will be in charge will be highly dependent on your passions, and performance and capabilities in that specific area.

What will you gain from the marketing leadership program?

- Marketing via different paid channels, think Facebook ads, Google Adwords, twitter, native ads, display ads, mobile ads.
- Data Analysis and Optimization
- Traffic Monetization
- Content Creation
- Marketing positioning and copy writing
- Community Penetration and discussions
- Inbound Marketing
- Campaign Creation
- Affiliate marketing
- Paid marketing
- Social Media Following Strategies
- Product Marketing



Requirements:

- Fresh, Business or Engineering graduate.
- Must be self motivated, proactive & passionate about technology.
- Must be creative and open minded to new ideas and unconventional methodology.
- Passion, For our company, for your development and for sustainability.
- Disruption, Intellectual curiosity and a willingness to challenge accepted ways of doing things
- Ambition, Eagerness to learn and grow your career and aspire to be our future leaders.
- Creativity, Bring your new thinking and fresh ideas to our brand.
- Agility, A flexible approach with the ability to work with a demanding agenda and prioritize tasks.
- Quick learner who is able to build relationships

Number of hirings:

We are aiming to conclude with a total hiring count of 20 Leaders at the end of the program. We are committed to hiring at least 50% of this class as females so we welcome applicants in particular from this audience!

Remuneration

Cloudways is an equal opportunity employer. We offer a competitive salary package which is at par with industry standards and is based on the skills, qualification and experience of the candidate. This is a chance to turbo-charge your career and learn Tech marketing skills that will set you up for success.

How to Apply

If you meet the criteria mentioned above then apply at your earliest on or before July 5, 2022 at <https://www.gaditek.com/growth-marketing-leaders-program/> at and be a part of our inspired team.

Don't forget to include a resume and cover letter. We receive a lot of applications, but we'll notice a fun, well-written intro that shows us you take play seriously.