

Job description

Position Overview:

We are seeking a highly skilled and motivated Digital Marketing Manager to lead our digital marketing initiatives and drive the online presence and growth of our company and our clients. The ideal candidate will have a strong knowledge background in digital marketing strategies, along with certifications from proprietary tools like Google, Mail Chip, and HubSpot. This role requires an individual who is both creative and analytical, with the ability to think strategically and execute effectively.

Responsibilities:

- Manage and optimize digital advertising campaigns across platforms such as Google Ads, Facebook, Instagram, LinkedIn, Twitter, and Bing Ads.
- Utilize Google Analytics and other web analytics tools to track, analyze, and report on the performance of digital campaigns, making data-driven recommendations for optimization.
- Oversee the company's online presence, including website, social media channels, and other digital platforms, ensuring consistent branding and messaging.
- Work with the creation and execution team of email marketing campaigns, holding a HubSpot Email Marketing Certification is an added advantage.
- Collaborate with creative teams to develop engaging and visually appealing digital content that are optimum for digital campaigns.
- Utilize Ubersuggest, Google Keyword Planner, and / or other keyword research tools to optimize content for search engines and improve organic search rankings.
- Manage Google My Business listings to enhance local search visibility and customer engagement.
- Implement and manage Google Tag Manager for accurate tracking and reporting of website interactions and conversions.
- Leverage YouTube and video marketing strategies to increase brand awareness and engagement. A YouTube certification is required.
- Stay up-to-date with industry trends and emerging digital marketing technologies, bringing fresh ideas and innovative approaches to the team.

Qualifications:

- Bachelor's degree in Computer Science, Marketing, Business, or related field (or equivalent experience).

- Certifications in Google AdWords, Google Analytics, Google Web Designer, Google Mobile Site, Google Shopping Ads, Google Web Analytics, Google My Business, Google Tag Manager, and YouTube.

- HubSpot Email Marketing Certification is a plus.

- Strong proficiency in digital marketing tools such as LinkedIn Ads, Twitter Ads, Ubersuggest, Google Keyword Planner, Facebook Business Manager, Instagram Ads, Google Analytics, Google My Business, Google Tag Manager, Google Ads, Canva, Hootsuite, BingAds, and MailChimp.

- Analytical mindset with the ability to interpret data and provide actionable insights.

- Excellent communication and interpersonal skills.

- Creative thinking and problem-solving abilities.

- Strong organizational and project management skills.

Benefits:

- Competitive salary (Rs.3 lakhs to 10 lakhs) and performance-based bonuses.

- Professional development opportunities.

- Flexible work schedule.

- Collaborative and dynamic work environment.

- Opportunity to contribute to the growth of a forward-thinking company.

Join a winning team and play a pivotal role in driving our digital marketing efforts to new heights. If you're a proactive, results-oriented individual with a passion for all things digital, we'd love to hear from you. Apply now and help shape the future of our brand's online presence!

HIRING PARTNERS

PUBLICITY PORT

www.publicityport.com

No of Employees: 60+

Formed: 2014

CEO: Mr. Sagar Shah

No of Opening: 5 Digital Marketing Executives



EXECUTIVE - DIGITAL MARKETING MANAGER – 0-1 Yr. Experienced



KASHYAP360

www.kashyap360.com

No of employees: 35+

Formed: 2007

MD: Dr. Ravichandran Ph.D.

No of Openings: 2 Performance Marketing Executive



SORG DIGITAL

www.sorgdigital.com

No of Employees: 12+

Formed: 2019

MD: Mrs. Sowmiya G

No of Openings: 10 Digital Sales Executives

