



<https://prasadvattapparamb.in/job/digital-marketing-executive/>

Digital Marketing Executive

Description

We are looking for a Digital Marketing Executive who can help drive Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Social Media. As a Digital Marketing Executive, you'd be responsible for developing, executing, and measuring the performance of the SEO and SEM for the product & company websites, running Google Ads campaigns, and managing Social Media profiles & pages. Increase the organization's Digital Media engagement, and create strategies to drive Website and Social Media traffic to improve marketing and sales efforts.

You'll be working closely with our product design team, with a wide scope of communication, branding, and building new marketing strategies.

Responsibilities

- Develop, implement, and manage Search Engine Optimization, Search Engine Marketing, and handling Social Media Pages and Campaigns.
- Define Digital Marketing strategies and define short-term goals to help achieve the objectives.
- Manage, observe, and provide feedback on all the Digital content going live.
- Prepare reports that give insights into the performance of the Digital Marketing campaigns and the overall channels.
- Stay updated with the latest trends in Digital Marketing and the best practices.
- Stay updated with the latest Digital Technologies and how they affect the current Digital Marketing trends.
- Do excessive Keyword research and develop and execute the SEO strategy for the websites.
- Engage in training and programs to upskill.
- Work with teams – copywriters, designers, and account managers to ensure the content being published is as per the brand guidelines, is informative, and is appealing.
- Effectively communicate with all stakeholders within or outside the organization.
- Monitor SEO for the website to identify Keyword trends and how they enable growth.
- Manage multiple Social Media platforms in parallel and develop ways to increase engagement.
- Create, Manage, Optimize, and Measure campaigns on Google ads
- Communicate within the organization, as well as outside of the organization (With Industry professionals and influencers) to create a strong marketing network. Prepare Digital Media performance Dashboards to judge effectiveness.

Qualifications

- Relevant Hands one knowledge in Digital Marketing
- Bachelor's/master's degree in marketing (Preferably digital channels) or any equivalent course

Hiring organization

REIZEND PRIVATE LIMITED

Employment Type

Full-time

Beginning of employment

31.03.2024

Industry

Information and Technology

Job Location

SBC Module 15, -2 Floor, Thejaswini Building, Technopark phase 1,, 695581, Trivandrum, Kerala, India

Base Salary

₹ 2.5 L - ₹ 3.5 L

Date posted

February 20, 2024

Valid through

31.03.2024

- BTech Computer Science graduates with a valid Digital Marketing Certification can also apply.
- Proven experience in building and executing SEO, SEM & Social Media strategies.
- Excellent knowledge of Google Analytics, Google Business Profile & Google Search Console.
- Good at understanding Digital Media trends, Digital Media analytics & setting up KPIs to measure web metrics.
- Familiarity with Web design, user experience, and publishing.
- Knowledge of tools such as Semrush, Ahrefs, Hootsuite etc.
- Certifications in Digital Marketing will be an added advantage.

Qualifications

- Excellent interpersonal skills and ability to create good relationships with all stakeholders.
- A strong individual contributor as well as a good team player.
- Structured with a strong organizational sense.

Job Benefits

Salary Package- 2.5- 3.5 LPA

Experience Required- 0-6 Months

Contacts

[REIZEND PRIVATE LIMITED](#)

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