

<https://www.galtech.org/job/digital-marketing-executive>

Digital Marketing Executive

Description

We seek a highly motivated Digital Marketing Executive to join our team. The candidate will develop, implement, and manage digital marketing campaigns across various platforms to drive online traffic, engage users, and increase brand awareness.

Key Responsibilities

1. Develop and execute digital marketing campaigns across various channels
2. Conduct market research to identify target audiences and trends in the industry, and develop strategies to increase online presence and engagement
3. Analyze data and performance metrics to measure the success of campaigns, and make data-driven decisions to optimize and improve results
4. Collaborate with internal teams and external partners to create engaging content, landing pages, and other digital assets to support campaigns
5. Stay up-to-date with the latest digital marketing trends and technologies, and recommend new strategies and tactics to enhance performance
6. Manage social media accounts, including creating and scheduling posts, monitoring comments and messages, and responding to inquiries on time

Skills and Requirements

1. Minimum of 3 years of experience in digital marketing, with a proven track record of managing successful campaigns
2. Strong understanding of digital marketing principles, including SEO, PPC, social media, and content marketing
3. Excellent analytical skills, with the ability to analyze data and draw insights to optimize campaigns
4. Strong communication and interpersonal skills, with the ability to work independently and as part of a team
5. Passionate about digital marketing, with a drive to stay ahead of the latest trends and technologies

Education

Bachelor's Degree

Contacts

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Date posted

May 9, 2023

Hiring organization

GALTech Technologies Pvt Ltd

Job Location

Infopark Thrissur Campus, 680308,
Thrissur, Kerala, India

Employment Type

Full-time

Skills

SEO, Social Media Marketing,
Google Ads, Communication Skills,
& Interpersonal Skills

Industry

Software Development

Base Salary

INR 15000 - INR 30000

Working Hours

09:00 AM – 06:00 PM