

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

Junior Digital Marketing Executive

Description

We are seeking a skilled and driven Digital Marketing Executive to join our team and elevate our digital marketing initiatives.

Roles and Responsibilities

1. Analyze website performance using SEO tools to ensure optimal functionality.
2. Conduct thorough keyword research, implement on-page and off-page optimization, and perform detailed backlink analysis.
3. Develop and execute social media strategies to enhance brand awareness and engagement.
4. Keep up-to-date with social media trends and industry best practices.
5. Plan and implement PPC campaigns to increase traffic and drive conversions.
6. Monitor and evaluate the performance of digital campaigns, adjusting strategies as needed.
7. Create compelling content for social media campaigns and other digital marketing channels.

Skills and requirements

1. Minimum 6 months of experience in digital marketing.
2. Proficient in on-page and off-page optimization techniques.
3. Experience in creating and managing social media campaigns.
4. Ability to manage various social media channels, including Facebook, Twitter, Instagram, LinkedIn, etc.
5. Skilled in executing campaigns using Google Ads and other PPC platforms.
6. Excellent written and verbal communication skills.

Education

Bachelor's Degree

Contacts

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Date posted

September 19, 2024

Hiring organization

GALTech Technologies Pvt Ltd

Job Location

Infopark Thrissur Campus, 680308,
Thrissur, Kerala, India

Employment Type

Full-time

Skills

SEO, SEM & SMM

Industry

Software Development

Base Salary

INR 10000 - INR 15000