

<https://www.galtech.org/job/digital-marketing-executiveexp-2-years>

## Digital Marketing Executive(Exp: 2+ years)

### Description

We are in search of a skilled and driven Digital Marketing Executive to become an integral part of our team, steering our digital marketing initiatives to new heights.

### Roles and Responsibilities

1. Evaluate and scrutinize website performance through the utilization of SEO tools.
2. Execute comprehensive keyword research, coupled with on-page and off-page optimization, and conduct in-depth backlink analysis.
3. Formulate and execute social media strategies aimed at enhancing brand awareness and engagement.
4. Stay abreast of social media trends and uphold awareness of industry best practices.
5. Strategize and implement PPC campaigns, aiming to boost traffic and drive conversions.
6. Observe and analyze the performance of campaigns, making necessary adjustments to strategies.
7. Harness content for utilization in social media campaigns and other digital marketing channels.

### Skills and requirements

1. 2+ years of experience
2. Proficient in on-page and off-page optimization techniques.
3. Create and Manage Social Media Campaigns.
4. Manage Social Media Channels – Facebook, Twitter, Instagram, LinkedIn, etc.
5. Proficient in executing campaigns using Google Ads and other PPC platforms.
6. Exceptional written and verbal communication skills.

### Education

Bachelor's Degree

### Contacts

Email: [hr@galtech.org](mailto:hr@galtech.org)

Call: +91 6282 845 368

### Date posted

February 26, 2024

### 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 25000 - INR 45000