

JOB OVERVIEW			
JOB TITLE	Digital Marketing Manager		
JOB NO. / ID	Techies 0103	DATE LISTED	8/7/2021
JOB LOCATION	Amritsar		
GENERAL DESCRIPTION	We are hiring a passionate digital marketing professional who holds a quality experience on the role of Digital Marketing Manager for atleast 5 years. As a digital marketing manager, you must have proven experience to develop, implement, track and optimize digital marketing campaigns across all digital channels with SEO, SMM, PPC and SMO.		
DIVISION / DEPARTMENT	Digital Marketing	REPORTS TO: NAME	Mr. Anurag Byala
SUBDIVISION	SEO/SMO/SMM/Client Management	REPORTS TO: TITLE	CEO
POSITION DETAILS			
<input checked="" type="checkbox"/> FULL-TIME	<input type="checkbox"/> PART-TIME	54	HOURS PER WEEK
<input type="checkbox"/> CONTRACTOR	<input type="checkbox"/> INTERN	<input type="checkbox"/> EXEMPT	<input type="checkbox"/> NONEXEMPT
DETAILED JOB DESCRIPTION	<ul style="list-style-type: none"> • Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns • Highly creative with experienced in identifying target audiences and devising digital campaigns that engage, inform and motivate target audience. <ul style="list-style-type: none"> • Experience in optimizing landing pages and user funnels • Knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) <ul style="list-style-type: none"> • Up-to-date with the latest trends and best practices in online marketing and measurement 		
Roles & Responsibilities	<ul style="list-style-type: none"> • Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising internal and client campaigns <ul style="list-style-type: none"> • Design, build and maintain social media presence of clients • Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) <ul style="list-style-type: none"> • Identify trends and insights, and optimize spend and performance based on the insights <ul style="list-style-type: none"> • Brainstorm new and creative growth strategies • Plan, execute and measure experiments and conversion tests • Collaborate with internal teams to create landing pages and optimize user experience • Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points Instrument conversion points and optimize user funnels <ul style="list-style-type: none"> • Collaborate with agencies and other vendor partners <ul style="list-style-type: none"> • Evaluate emerging technologies. 		
EDUCATION REQUIREMENTS	Graduation/Post-gradutiona/MCA/MBA in Marketing & IT		

Skills/Proficiency in Tools

- Client Servicing
 - Project Management
 - Team Lead Experience
 - Problem-solving skills
 - Strong analytical skills
 - Written and verbal communication
 - Risk management
 - Thoughtful leadership Quality
- Tools – **Slack/Asana/Google Docs/Project Management Tools/Zoho**

Benefits & Other Details

CTC Offering

Negotiable

Joining

Immediate

Working Days

6 Days a week

How to apply

Email CV at gaytari.tiwari@iamtechie.com, or hr@techiesinfotech.co.in

Interview process