

Position: Digital Operations Associate

Work Location: Pune

Qualification: Undergraduate (Any Stream)

About DeltaX

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology - driven campaigns.

About Digital Operations Associate role:

As a Digital Operations Associate you will be responsible and accountable for developing subject matter expertise on the process and timely delivery of tasks with highest standards. You will be working on a process focused on specific aspects of business operations such as organic, social media and advertising campaigns. Specifics of the job profile will largely depend on the process and team you are aligned with and will evolve over time.

You will be working in process based teams and your responsibilities may include the following:

- Keyword Research and ad copywriting for campaigns and posts
- Creative Design for ad and post banners
- Campaign Reporting
- Campaign set up and activation on Google ads, Facebook ads or other advertising platforms

What you'll need to succeed in the role

- Good communication (written and spoken) skills in English
- Excellent analytical skills
- Eye for precision and attention to details
- Quick learning and grasping capability
- Demonstrate integrity, maturity and a constructive approach to challenges
- Graduate or equivalent degree in any stream
- Interest/ Experience in digital marketing will be a plus

Hiring Process:

- Assessment Test
- Interview Rounds
- Offer letter