

## **Job Description for “Executive- Digital Marketing/BD”**

Every IT / Software firm require digital marketing team, as the landscape for marketing has evolved more towards digital branding, social media and has become more content driven. The career path in digital marketing leads towards Key Account Management, Head-Marketing, Market Research and other associated fields like IT Sales/Support.

### **Key Responsibility Areas**

- ✓ Formulate strategies to build a lasting digital connection with consumers
- ✓ Social media branding and management (LinkedIn, Twitter, Facebook, Instagram etc.)
- ✓ Paid Marketing Campaigns through Google AdWords, Facebook etc.
- ✓ Prepare online newsletters and promotional emails and organize their distribution through various channels
- ✓ Be actively involved in SEO (On page and off page SEO, keywords analysis etc.)
- ✓ Provide creative ideas for content marketing and update website
- ✓ Write blogs, case studies and prepare other marketing collaterals
- ✓ Collaborate with designers to improve user experience of websites
- ✓ Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- ✓ Conduct research on market trends, brand’s audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
- ✓ Stay updated about the emerging digital tools and platforms, digital marketing trends as well as new technologies.

### **Key skills**

- ✓ Excellent understanding of digital marketing concepts and best practices
- ✓ Excellent verbal and written communication and interpersonal skills
- ✓ Knowledge of Search engine optimization (on-page, off-page)
- ✓ Familiarity with MS office and strong presentation skills

### **Job Requirements**

- ✓ MBA in marketing
- ✓ 0-1 years of relevant experience
- ✓ Strong analytical, communication, time-management and creativity skills

**Pay Range-** 2.2LPA

**Location-** OdiTek Solutions, DLF Cybercity, Bhubaneswar