

JOB TITLE : DIGITAL MARKETING SPECIALIST

GIFT AUTONOMOUS COLLEGE, Bhubaneswar seeks an adept **Digital Marketing Specialist** to join our dynamic and innovative team.

Position Overview : As a Digital Marketing Specialist, you'll be pivotal in crafting and executing digital marketing strategies. Your role includes creating and optimizing campaigns to boost brand recognition, drive web traffic, and generate leads.

Key Responsibilities :

1. **Digital Campaign Management:** Strategize, execute, and refine digital marketing initiatives across platforms such as social media, search engines, and email marketing. Continually analyse data to maximize ROI.

2. **Content Creation:** Produce engaging content for digital channels like blog posts, social media updates, and newsletters. Collaborate closely with the content team to maintain brand consistency.

3. **SEO and SEM:** Perform keyword research and implement SEO strategies. Oversee PPC campaigns for targeted traffic.

4. **Social Media Management:** Manage social media profiles, fostering audience engagement, and executing advertising campaigns.

5. **Email Marketing:** Develop and maintain email lists, design campaigns, and optimize for conversions.

6. **Analytics and Reporting:** Monitor website and campaign analytics, providing regular insights and recommendations.

7. **Market Research:** Stay informed about industry trends and competitors, conducting research to identify target audience preferences.

8. **Lead Management:** Engaging the generated Leads constantly over social media, calls & Emails. Rapport building with the leads, analysing their career, provide customised offers such as scholarships, discount, free training etc, in consistent with the policy of the institution so as to convert the lead to a student.

QUALIFICATIONS :

- Bachelor's degree in Marketing, Communications, or related field.
- Proven digital marketing experience with a strong campaign portfolio.
- Proficiency in digital marketing tools and platforms.
- Strong communication, analytical, and creative skills.
- Passion for staying with current digital marketing trends.

We plan to pay a sum of Rs 30,000 /- Per month, but will offer competitive compensation to good candidates with proven records.

To apply, submit your resume, a cover letter, and examples of past digital marketing work done to recruitment@gift.edu.in by October 10, 2023.

Web Page : gift.edu.in / college.gift.edu.in/website

For any further queries you may reach us at : 7873008107 / 7873008194