

## Digital Marketing Manager (2-5 Yrs)

### Job Description

We are looking for an experienced and result-driven Digital Marketing Manager who will be responsible for setting up, implementing and managing the long term digital marketing campaign and overall company's digital marketing strategy.

### Responsibilities

- Build, plan, manage and implement the overall digital marketing strategy
- Stay up to date with latest technology and best practices, manage and oversee various digital marketing channels and budget
- Measure ROI and KPIs
- Oversee all the company's and client's social media accounts
- Track and measure SEO and Google Analytics metrics and provide reports
- Build an inbound marketing plan
- Research and forecast future sales and performance trends
- Lead, supervise and motivate members of digital marketing team
- Research competitors and provide suggestions for improvement
- Develop, implement, and manage marketing campaigns that promote the products and services of a company.
- Good knowledge of all different digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- Hands-on experience with SEO, Google Analytics and CRM software

### Skills

- Experience in creative content writing
- Excellent Communication and interpersonal skills
- Critical thinker and problem-solving skills
- Good time-management skills

### Qualifications

- B.tech, BCA, MCA, any Graduate/Post Graduate
- Minimum 2 years of experience as a Digital Marketing Manager

### Employment Type

Full Time

### Industry

IT

### Job Location

Jaipur

### Working Hours

10:00 AM to 07:00 PM

### Base Salary

Rs 120000 - Rs 500000

### Valid through

January 31, 2020

### Date posted

July 6, 2019