

## Hiring for Ofis India

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### For the Role of Junior Digital Marketing Executive

#### Position Overview:

The Junior Digital Marketing Executive plays a crucial role in supporting the digital marketing efforts of an organization. This position requires a solid understanding of digital marketing concepts, strong analytical skills, and a passion for staying up-to-date with the latest trends in the digital marketing industry. The Junior Digital Marketing Executive collaborates with the digital marketing team to implement and optimize various digital marketing campaigns and strategies.

#### Key Responsibilities:

- **Campaign Execution:** Assist in the planning, execution, and monitoring of digital marketing campaigns across various channels, such as social media, email marketing, and search engine optimization (SEO).
- **Content Creation and Management:** Support the creation and optimization of engaging and compelling content for digital channels, including website, blog, social media platforms, and email newsletters.
- **Social Media Management:** Assist in managing social media accounts, including content scheduling, community engagement, and monitoring analytics. Collaborate with the team to develop and implement social media strategies to increase brand visibility and engagement.
- **Analytics and Reporting:** Monitor and analyze key performance indicators (KPIs) of digital marketing campaigns. Prepare regular reports on campaign performance, website traffic, social media metrics, and other relevant data to measure the effectiveness of marketing efforts.
- **SEO Optimization:** Support the implementation of SEO strategies, including keyword research, on-page optimization, and link building. Stay updated with SEO best practices and industry trends to improve organic search rankings and website visibility.
- **Collaboration and Communication:** Coordinate with internal teams, such as graphic designers, content writers, and web developers, to ensure timely and accurate delivery of marketing materials and campaigns. Communicate effectively with stakeholders and external partners.

#### Must-Haves:

- **Digital Marketing Knowledge:** Solid understanding of digital marketing principles and channels, including social media, SEO, PPC, content marketing, and email marketing.

- **Analytical Skills:** Proficiency in analyzing data and interpreting digital marketing metrics to gain insights and optimize campaign performance.
- **Creativity:** Ability to think creatively and contribute ideas for engaging content and marketing campaigns that resonate with the target audience.
- **Attention to Detail:** Strong attention to detail to ensure accuracy and quality in content creation, campaign setup, and data analysis.
- **Technical Skills:** Familiarity with digital marketing tools and platforms, such as Google Analytics, Google Ads, social media management tools, email marketing software, and content management systems (CMS).
- **Communication Skills:** Excellent verbal and written communication skills to collaborate effectively with team members, stakeholders, and external partners.
- **Adaptability:** Willingness to learn and adapt to new technologies, trends, and industry changes in the fast-paced digital marketing landscape.

**Good To Have:**

- Google Certifications
- Prior Experience

**Pay Scale:** 6,000 to 10,000 /- per month

Interested candidates should mail their CV at [hello@ofisindia.com](mailto:hello@ofisindia.com)