

JOB DESCRIPTION	
Position Title	Digital Marketing Executive
Reports To	Sr. Manager - Marketing
Department	Digital Marketing
Qualification	Degree /Diploma
Work Experience	1 - 2 Years
Primary Duties	Develop, execute, and optimize digital marketing campaigns across various channels (e.g., SEO, PPC, email marketing, social media).
	Create engaging and informative content for websites, blogs, social media, and email campaigns that resonate with our target audience.
	Conduct keyword research, perform on-page and off-page SEO optimization to improve website visibility and ranking in search engines.
	Design and execute email marketing campaigns, including newsletters, promotional offers, and targeted campaigns; monitor and report on campaign performance.
	Analyze web traffic, campaign performance, and user engagement metrics through tools like Google Analytics; prepare regular reports and presentations to communicate findings.
	Conduct market research to identify trends, develop customer personas, and understand competitive landscapes to inform marketing strategies
	Setting up, monitoring, evaluating, and optimization of campaigns
	Lead generation Management
	E Commerce Management
Secondary Duties	Stay current with the latest trends, technologies, and best practices in digital marketing and make recommendations for improvement.
	Manage and grow the company's social media presence by creating content, responding to comments, and analyzing engagement metrics.
	Assist in managing relationships with digital marketing vendors and agencies to ensure effective implementation of campaigns.
	Perform other related duties and projects as assigned by the Digital Marketing Manager.
	Provide support and training to colleagues on digital marketing tools and strategies as needed.
	Collaborate with the marketing team and other departments to align digital marketing objectives with overall company goals.
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