

JOB DESCRIPTION			
I. Job Details			
Job Title	Executive – Digital Marketing		
Function	Marketing	Location	Noida
Direct Reporting to:	Chief Executive Officer	Matrix Reporting to:	
<p>Brief Introduction: Vision India is a Business Conglomerate having three business verticals - Staffing, Skilling & Advisory Services. With 32000 Associate base and 150 Indian, MNC and Government of India/ State(s) entities proudly listed in our clientele, we offer an assurance of proven credentials in the Staffing domain with a range of Organizations in India, South East Asia and Middle East.</p> <p>It has been growing top line consistently over the last many years. It stands proudly at Rs. 170 Crore of Revenue for the year 2021-22. Recording growths close to 50% YoY over the last couple of years. Its poised for much sharper top line growth in the ensuing years on the back of huge projects commissioned in 2022-23 as well as strong fundamentals on staffing side.</p>			
II. PURPOSE			
<p>III. Incumbant will be responsible to develop and execute effective digital marketing campaigns to promote the business and increase its online presence. The digital marketing executive will be responsible for planning, implementing, and monitoring these campaigns across all digital networks.</p> <p>One of the key assignments for the digital marketing executive will be to run email campaigns that are aligned with the business requirements. The digital marketing executive will be responsible for creating compelling email content, designing attractive email templates, and targeting the right audience to generate leads. Once the leads are generated, the digital marketing executive will track their usage and optimize the campaign accordingly to maximize conversions.</p>			
IV. KEY RESPONSIBILITIES			
<ul style="list-style-type: none"> ✓ Designing and overseeing all aspects of the digital marketing department: The digital marketing executive will be responsible for creating and implementing the digital marketing strategy, and overseeing all aspects of the department, including email and display advertising campaigns. ✓ Developing and monitoring campaign budgets: The digital marketing executive will be responsible for setting and managing campaign budgets, and ensuring that campaigns are cost-effective. ✓ Planning and managing social media platforms: The digital marketing executive will be responsible for planning and managing social media platforms, creating and scheduling posts, and responding to comments and messages. ✓ Preparing accurate reports on marketing campaign performance: The digital marketing executive will be responsible for analyzing data and preparing reports on campaign performance, and using this information to optimize campaigns for maximum effectiveness. ✓ Coordinating with advertising and media experts: The digital marketing executive will work with advertising and media experts to improve marketing results and ensure that campaigns are targeting the right audience. ✓ Identifying the latest trends and technologies: The digital marketing executive will keep up-to-date with the latest trends and technologies affecting the industry, and incorporate them into campaigns where appropriate. ✓ Evaluating important metrics: The digital marketing executive will evaluate metrics that affect website traffic, service quotas, and target audience to ensure that campaigns are effective. ✓ Brainstorming new growth strategies: The digital marketing executive will work with the team to come up with new and innovative growth strategies that will help the business to achieve its marketing goals. ✓ Overseeing contests, giveaways, and other digital projects: The digital marketing executive will oversee and manage all digital projects, including contests and giveaways, ensuring that they are executed smoothly and effectively. 			
V. QUALIFICATIONS, CERTIFICATIONS AND EXPERIENCE			
Minimum Qualifications	Any Graduate		

Experience	1 – 2 years of experience in a digital marketing or advertising position
Skills Required	<ul style="list-style-type: none"> ✓ In-depth knowledge of various social media platforms, best practices, and website analytics. ✓ Understanding of email campaign is required.
VI. KEY INTERACTIONS	
Key Internal Contacts	Nature or purpose of interaction
• Business / Function Heads	Understand the requirements.
• Corporate IT Software Team	Automation / Digital initiatives
• Marketing	Employer Branding
• Accounts	Costs & MIS
• Key External Contacts	Nature or purpose of interaction
• Clients	NA

To know more about **Vision India Services**, visit us

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