

JOB DESCRIPTION

Position: Digital Marketing Specialist

Reports to: **Marketing Manager**

Department: Marketing

Location: **Mumbai, India**

Overall Responsibilities:

The Digital Marketing Specialist is responsible for developing strong and innovative digital marketing strategies including email campaigns, landing pages, website design, and other techniques to drive traffic to company pages and generate interest in company products and services. Creates engaging written, graphic, customer facing pieces and video content while staying up-to-date on latest marketing technologies and social media. Coordinating and organising exhibits & events, ensuring maximum participation, generating leads and measured ROI.

Primary Responsibilities

- Create, design, execute, monitor and analyze content success around a comprehensive email marketing calendar
- Forecast marketing campaign growth and ROI for marketing campaigns
- Exhibit and event management
- Create and manage link building strategies, content marketing strategies, and social media presences
- Create compelling content for social media campaigns, analyse and nurture leads
- Campaign tracking
- Customer communication
- Support sales teams globally
- Copy and design of customer facing pieces
- Contact, interview, and hire third party graphic designers, web designers, and videographers to create unique and engaging content
- Use Google Analytics, Google AdWords, survey sites and other relevant sites
- Drive traffic to company pages
- Develop and manage projects adhering closely to deadlines and to budget
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information

Key Skills/Abilities

- High accuracy for detail
- Ability to follow clearly defined instructions
- Well organized
- Ability to work independently
- Required Language: English
- Good written and spoken communication
- Microsoft Office Suite
- Experience with marketing & design tools: Marketo, Salesforce, AEM; Dreamweaver, Illustrator

Desirable skills:

- Marketing Tools and Design software (in-design, Dreamweaver, Adobe Enterprise Manager, Marketo, Salesforce)



Required skills:

- Excellent communication skills in both written and verbal English
- Good organization skills and ability to prioritize work load
- Ability to work collaboratively in a team environment
- Able to work independently, with minimal supervision
- Eye for detail, methodical and consistent approach
- At least 2 years of experience in technical support
- Experience working in an electronic publishing environment and with online applications
- Experience working with online help and help authoring tools

Technical Knowledge

- MS Word, MS Excel and MS PowerPoint
- Photoshop / InDesign / Corel Draw / Illustrator
- Html / Dreamweaver
- Marketo
- Adobe Experience Manager, Adobe Social, Adobe Analytics
- Orbis / MRM
- Salesforce

Desirable

- Graduation in Science / Commerce or Diploma in any field with digital marketing experience