



Relay Human Cloud India



Digital Marketing Specialist

Ahmedabad, Gujarat, India · 22 hours ago · 28 applicants



On-site · Full-time · Mid-Senior level



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About the job

Job Summary:

The Digital Marketing Specialist will be responsible for planning, implementing, and overseeing all digital marketing activities. The candidate will focus on optimizing our website's performance and online visibility through expert-level use of Google Analytics, Google Search Console, and SEO strategies. The role may also involve managing paid campaigns, content marketing initiatives, and other digital projects to increase brand awareness, generate leads, and support sales efforts.

Key Responsibilities:

- **SEO Strategy & Execution:**
- Develop and implement comprehensive SEO strategies to improve organic search rankings and drive website traffic.
- Conduct keyword research, on-page optimization, technical SEO audits, and backlink strategies.
- Regularly monitor SEO performance and refine strategies based on insights.
- **Google Analytics & Search Console Management:**
- Set up, monitor, and analyze key performance indicators (KPIs) using **Google Analytics** and **Google Search Console**.

- Provide detailed performance reports and actionable insights based on data.
- Track and optimize user journeys, conversion rates, and website engagement.
- **Content Marketing & Strategy:**
- Collaborate with content creators to develop SEO-friendly, high-quality content for websites, blogs, and other digital channels.
- Ensure that all content aligns with the overall digital marketing strategy and supports SEO objectives.
- **Paid Campaign Management:**
- Manage and optimize **Google Ads** and other paid media campaigns (e.g., LinkedIn, Bing Ads) to drive targeted traffic and generate leads.
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- Create and manage digital marketing budgets to maximize ROI.
- **Email Marketing & Automation:**
- Design and execute email marketing campaigns, leveraging automation tools to nurture leads and engage clients.
- Track performance metrics and adjust email strategies accordingly.
- **Social Media & Online Presence:**
- Oversee social media strategy and execution to enhance engagement, brand awareness, and thought leadership in the B2B space.
- Ensure a consistent brand voice and message across all digital platforms.
- **Lead Generation & Conversion:**
- Design digital marketing strategies to generate qualified leads for the sales team.
- Work closely with the sales team to ensure digital campaigns align with business goals and track lead conversions.

Requirements:

- **Bachelor's degree** in Marketing, Business, or related field.
- Minimum **5+ years** of experience in digital marketing with a strong B2B focus.
- **Expert knowledge of Google Analytics, Google Search Console,** and other SEO tools (e.g., SEMrush, Ahrefs, Moz).
- Proven experience in developing and executing **SEO strategies** that drive business growth.
- Proficiency in **Google Ads** and other paid advertising platforms.
- Strong understanding of **content marketing, email automation,** and **social media strategies.**

- Analytical mindset with the ability to interpret data, identify trends, and provide insights.
- Excellent communication, organizational, and project management skills.
- Ability to manage multiple projects in a fast-paced environment.

Why Join Relay Human Cloud?

- Opportunities to work with global clients 🌍
- Dynamic and collaborative work environment 🤝
- Excellent work-life balance: 5-day workweek 🕒
- Comprehensive health & accident insurance 📱
- Generous paid time off and holidays 🗓️
- Complimentary lunches / dinners 🍽️
- Quarterly, Semi-Annual & Annual recognition, rewards and giveaways 🏆
- Employee development programs: Communication, Soft skills, and more 📖
- Vibrant cultural events: Fun Fridays, Month-End Celebrations, Sports Tournaments, and Festival celebrations 🎉
- Excellent Employee Referral Programme 🎁

We offer a dynamic work environment, opportunities for professional growth, and the chance to be part of a global company making a significant impact. Join us in shaping the future of global talent acquisition.