

Digital Marketing Executive


Noida, Uttar Pradesh, India · 20 hours ago · 59 applicants

 On-site · Full-time

 See how you compare to 59 applicants. [Try Premium for ₹0](#)



Am I a good fit for this job?

How can I best position myself for this job? 

 Easy Apply

Save

About the job

As a Digital Marketing Executive, you will be responsible for managing our organization's online presence and developing strategies to increase brand awareness and engagement across various social media platforms. You will create and curate engaging content, monitor social media activity, interact with followers, and analyze performance metrics to optimize our social media campaigns.

Responsibilities:

- **Social Media Strategy:** Develop and implement social media strategies to achieve marketing goals, increase brand awareness, and improve engagement.
- **Content Creation:** Create and schedule content for various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn), including posts, videos, and graphics.
- **Website Content:** Regularly updating website content including itineraries and blogs.
- **Community Management:** Monitor and respond to comments, messages, and inquiries across social media channels in a timely and professional manner.
- **Analytics and Reporting:** Track and analyze social media metrics, such as reach, engagement, and conversion rates. Prepare regular reports and insights to evaluate campaign performance and make data-driven decisions.

- **Trend Monitoring:** Stay updated with social media trends, tools, and best practices. Implement new features and functionalities to enhance our social media presence.
- **Collaboration:** Work closely with marketing, sales, and other departments to align social media strategies with overall business objectives and campaigns.
- **Brand Advocacy:** Identify and engage with influencers, brand advocates, and partners to amplify our brand reach and credibility.
- **Crisis Management:** Handle social media crises and negative feedback effectively, maintaining brand reputation and ensuring customer satisfaction.

Requirements:

- **Education:** Bachelor's degree in Marketing, Communications, or a related field (preferred).
- **Experience:** Proven experience as a Social Media Executive or similar role, with a demonstrated track record of managing social media platforms and executing successful campaigns.
- **Skills:**
 - Strong understanding of social media platforms and their respective audiences.
 - Excellent written and verbal communication skills.
 - Creative thinking and content creation abilities.
 - Analytical mindset with proficiency in social media analytics tools.
 - Ability to work independently and as part of a team, with strong organizational and time management skills.
- **Digital Marketing Knowledge:** Familiarity with SEO, SEM, and digital advertising techniques is a plus.
- **Portfolio:** Provide examples of successful social media campaigns or projects you have managed.