

Job Description: Electrical Design Engineer

Overview:

We are seeking a skilled and enthusiastic Digital Marketing Executive to join our marketing team. The ideal candidate will have at least one year of experience in digital marketing and a solid understanding of SEO, PPC, content marketing, social media management, and lead generation. The role requires the ability to develop and implement strategies to improve website rankings, drive traffic, and generate new business leads.

Key Responsibilities:

- Search Engine Optimization (SEO):
 1. Optimize website content, structure, and tags to improve rankings on search engines.
 2. Conduct keyword research and integrate relevant keywords into content and meta tags.
 3. Monitor website performance using SEO tools such as Google Analytics, Search Console, SEMrush, or Ahrefs.
 4. Implement both on-page and off-page SEO strategies to boost organic traffic.
 5. Regularly review and update website content to align with SEO best practices.
- Pay-Per-Click (PPC) & Advertising:
 1. Manage Google Ads, Facebook Ads, LinkedIn Ads, and other digital campaigns.
 2. Monitor and optimize ad performance, focusing on improving ROI and reducing cost-per-click.
 3. Perform A/B testing for ad copy and landing pages to enhance conversion rates.
- Content Creation & Marketing:
 1. Assist in creating engaging content for blogs, social media, email campaigns, and other digital platforms.
 2. Collaborate with the content team to ensure all materials align with SEO and marketing goals.
 3. Help maintain and manage the company's social media presence on platforms like Facebook, LinkedIn, Instagram, and Twitter.
- Lead Generation:
 1. Develop and implement strategies to generate quality leads through digital channels.
 2. Monitor and track leads and conversions using CRM tools and marketing automation platforms.
 3. Regularly analyze and report on the effectiveness of campaigns and provide insights for improvement.
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- Email Marketing:
 1. Create and manage email marketing campaigns to engage customers and promote services/products.
 2. Ensure high open and click-through rates by optimizing email content and layout.
- Market & Competitor Research:
 1. Conduct research on industry trends, competitor activities, and potential customer segments.
 2. Use insights to refine digital marketing strategies and improve campaign effectiveness.
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- Analytics & Reporting:
 1. Analyze campaign performance and provide regular reports to the marketing manager.
 2. Monitor website traffic, lead generation, and conversion metrics to adjust strategies accordingly.
 3. Use data-driven approaches to optimize digital marketing efforts and improve ROI.

Qualifications:

- Bachelor's degree in Marketing, Business, or related field.
- At least 1 year of experience in digital marketing, SEO, PPC, and lead generation.
- Solid understanding of Google Analytics, Google Ads, and social media advertising platforms.
- Proficiency in SEO tools (Ahrefs, SEMrush, Moz), and CRM platforms.
- Experience with marketing automation tools like Mailchimp, HubSpot, or similar.
- Strong verbal and written communication skills.
- Ability to work independently and within a team.
- Creative thinking and problem-solving abilities.
- Knowledge of current digital marketing trends and best practices.

Preferred Qualifications:

- Certification in Google Analytics, Google Ads, or other relevant digital marketing certifications.
- Experience working in [Industry] or similar industries.
- Familiarity with basic graphic design tools like Canva or Adobe Creative Suite.