

Company: Success Pact Consulting Private Limited

Job Title: Digital Marketing Manager

Location: Noida, Uttar Pradesh

Job Type: Full-time (Work from Office – 5 days in a week)

**Required Experience – 3 Years**

### Position Summary

The ideal candidate will be responsible for developing, implementing, tracking, and optimizing our digital marketing campaigns across all digital channels. This role requires a high level of creativity, attention to detail, and project management skills.

### Key Responsibilities

- **Develop and Execute Digital Marketing Strategies:** Create comprehensive digital marketing plans that align with company goals and objectives. Identify target audiences and devise digital campaigns that engage, inform, and motivate.
- **Manage Online Presence:** Oversee all company social media accounts and ensure brand consistency. Develop engaging content for websites, blogs, social media, and other digital platforms. Optimize company website for maximum visibility and user experience.
- **SEO and SEM:** Implement and manage SEO strategies to improve organic search rankings and drive website traffic. Plan and execute all SEM campaigns, including pay-per-click (PPC) advertising.
- **Content Marketing:** Collaborate with content creators to produce high-quality content that resonates with our audience. Manage email marketing campaigns, including newsletters and automated workflows.
- **Analytics and Reporting:** Monitor and analyse the performance of all digital marketing campaigns. Utilize analytics tools to measure ROI and KPIs, providing regular reports and actionable insights. Conduct market research and competitor analysis to inform strategic decisions.
- **Budget Management:** Allocate and manage the digital marketing budget effectively to maximize results. Negotiate with vendors and service providers for optimal pricing and services.
- **Team Collaboration:** Coordinate with cross-functional teams including sales, HR, and customer service to ensure cohesive strategies.
- **Stay Updated with Industry Trends:** Keep abreast of emerging digital marketing trends and technologies. Recommend and implement new strategies to stay ahead in the competitive market.

### Qualifications

#### Education:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field. A Master's degree is a plus.

#### Experience:

- Minimum of 3 years of experience in digital marketing or a related field.
- Proven track record of managing and executing successful digital marketing campaigns.
- Experience in the recruitment or HR industry is highly desirable.

#### Skills:

- Strong understanding of SEO, SEM, PPC, social media marketing, email marketing, and content marketing.
- Proficient in using digital marketing tools such as Google Analytics, Google Ads, SEO tools, and CRM systems.
- Excellent analytical skills and data-driven thinking.
- Strong leadership and team management abilities.
- Exceptional written and verbal communication skills.
- Creative thinker with the ability to devise innovative marketing strategies.

**Certifications:**

- Certifications in Google Ads, Google Analytics, or other relevant digital marketing certifications are preferred.