

JOB DESCRIPTION FOR DIGITAL MARKETING EXECUTIVE

Are you passionate about the dynamic world of digital marketing? Do you thrive on creativity, strategy, and staying ahead of the curve in an ever-evolving industry? If so, we want YOU to be a part of our vibrant team!

Objectives:

- Thrive in a fast-paced, collaborative environment.
- Continually raise the bar on creativity, developing fresh ideas that connect with the desired audience and drive action.
- Comfortably adapt to various styles to meet the unique demands of each client and project.
- Maintain up-to-date knowledge of industry trends.

Responsibilities:

- Stay up to date with the latest technology and best practices of digital marketing.
- Understand clients' needs, market conditions, and competitors' activity.
- Coordinate with the Designing & Sales Team to fulfil the requirements of our clients.
- Identify trends and insights, and optimize performance based on the insights.
- Keyword research and optimization of content.
- Be involved in keyword selection and audience targeting.
- Strategize and execute Online Advertising/PPC campaigns on Facebook, Instagram, LinkedIn, Twitter, and Google AdWords.
- Involve in SEO practices (On-Page, Off-Page and Technical SEO).
- Prepare monthly performance reports of social media and digital marketing paid campaigns.

Educational Qualification:

BCA, MCA, BSc/MSc IT/CS, BE IT/CS is most preferable (Fresher can also apply).

Skills Required:

- Well-versed with social media trends.
- Outstanding ability to think creatively and strategically to resolve problems faced in digital marketing strategies.
- Excellent research skills.
- Proficiency in written English.

- Content, blogs, scripts, captions & creative writing skills.
- Proficiency in Microsoft Word, Excel, and PowerPoint.
- Knowledge of Semrush, Ahref, Google Keyword Planner, and Google Analytics.
- Knowledge of paid promotion including both social media ads and Google ads.

Highlights:

- Salary up to Rs. 15,000/- per month for freshers and up to Rs. 25,000/- for Experienced (minimum 1 year of experience is required).
- Minimum Experience: 0-1 Year
- Office Time: 10 AM - 7 PM
- Working Days: Monday to Saturday
- Work from Office

About SRS Pro:

SRS Pro is all about taking action and challenging the norm to find clear-cut solutions to digital marketing challenges. We're a tight-knit team of professionals who are driven to tackle the evolving landscape of the online world. Our solutions not only enhance creative effectiveness but also deliver results that positively impact our clients' businesses.

Our vibrant and youthful workplace is the perfect incubator for fresh ideas, accompanied by the freshest cups of chai (or coffee, if you prefer it over chai). Located in Ahmedabad, SRS Pro has been steadily expanding and is poised for even greater growth in the future.

Office Address: 619, 6th Floor, Shivalik Satyamev, Bopal Junction, S.P. Ring Road, Ahmedabad - 380058.

Google Location: <https://goo.gl/maps/QTmnJwCW3KU6R88q9>

If you believe you possess the skills and creativity to excel in this role, we encourage you to share your resume with us at shyam@srspro.in or call/WhatsApp us at +91 93270 83665.