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Details for Position Digital Marketing Executive

Job Description

We are looking for a dynamic and creative **Digital Marketing Executive** who understands the evolving digital landscape and leverages **AI tools** to optimize campaigns, generate content, analyze data, and enhance ROI. This is an exciting opportunity to work with a forward-thinking marketing team and contribute to multi-channel marketing efforts that drive traffic, engagement, and conversion.

Salary Details

₹3,60,000 per annum

Opening Details

- Vacancies: 100
- Qualification: B.E./B.Tech/MCA/MSc/MBA
- Age Limit: 21 to 25
- Work Hours: 10:00 AM to 7:00 PM.
- Location: Pune.

Key Responsibilities

- Plan, execute, and manage digital marketing campaigns across SEO, SEM, social media, email, and content marketing.
- Use AI tools (like ChatGPT, Jasper, Grammarly, Canva AI, SEMrush, SurferSEO, etc.) to:
 - Generate content ideas and write SEO-friendly content.
 - Automate email marketing campaigns.
 - Enhance ad copy, creatives, and A/B testing.
 - Perform keyword research and competitor analysis.
 - Generate performance reports and insights from analytics data.
- Manage Google Ads, Facebook Ads, LinkedIn campaigns, and monitor KPIs.
- Maintain the company's social media presence and engage with the audience.
- Stay updated with the latest trends in AI-driven digital marketing.
- Collaborate with design, content, and sales teams to execute strategies aligned with business goals.

Must Have

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Strong analytical skills, creativity, and attention to detail..
- Good written and verbal communication skills.

Preferred Skills

- Good communication and collaboration skills.
- Experience with automation platforms (Zapier, Make, etc.)
- Basic knowledge of HTML/CSS for email/template customization.

Recruitment Timeline

Event	Date
Application Opens	1st June 2025
Application Ends	31st July 2025
Exam Window	1st October to 15th November 2025
Result Declaration	30th November 2025
Induction Training	1st December to 24th December 2025
Appointment Date	1st January 2026

Registration & Exam Fee

- ₹600 only (Inclusive of 18% GST + Convenience Charges)

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