

Digital Marketer (No. of positions - 01)

Location: Jaipur

Remuneration: 25,000/- to 28,000/- pm

Responsibilities: Digital Marketer working under the supervision of Manager Marketing & Communication and will be responsible for the following:

1. SEO (Search Engine Optimization) – using on page and off page SEO techniques to generate traffic organically, improve page rank and reduce bounce rate.
2. Keyword Research, Meta tags optimization, Meta Description Optimization, Link building, blogging etc.
3. Analysis website with Google Analytics, Web Master tool, Google Search console to evaluate end-to-end customer experience across multiple channels and students touch points.
4. SMO (Social Media Optimization) – Using social media channel communities to generate publicity of IIHMR University in context of Academics, Training and Research.
5. Facebook, Twitter, LinkedIn, Google +, Instagram, You Tube.
6. Brochure, Flyer and poster content development and approval for academics.
7. Mobile App Optimization and updation
8. Website update (Events, Gallery, News and Events, Academics).
9. Plan and execute paid campaign on Google PPC ads search and display, Facebook ads, Twitter ads, Linked In ads, YouTube sponsored videos ads to generate admission enquiry.
10. Identify trends and developed Landing pages for Training and Academics programs

Eligibility Criteria:

- B.Tech/ BE/ BCA/ B.Sc. IT
- 2-3 years of working experience in related field
- Knowledge of Google Adwords

Desired Skills

- Excellent written and verbal communication skills in English as well as in Hindi.
- Ability to do key word research, auditing and analysis
- Knowledge of HTML
- Knowledge of content

Last Date to apply September 07, 2018
At jobs@iihmr.edu.in
Subject line: Applying for position of Digital Marketer