

Digital Marketing Executive (DME)

Location:

Bootstrappers' Research Council (BRC)
SRM IST Campus, Kattankulathur, Chennai

Reports to: CEO, BRC

The Digital Marketing Executive at BRC is responsible for planning, executing, and optimizing digital marketing campaigns across various channels such as social media, search engines, email, and display advertising. The ideal candidate will have a deep hands-on understanding of digital marketing tools and analytics, creativity in campaign design, and the ability to analyze data to drive results. The Digital Marketing Executive also monitors the performance of campaigns, optimizes content, and works closely with the CEO to ensure alignment with the Incubator's goals and objectives.

Role Description:

KRAs:

Digital Campaign Management

- Plan and execute digital marketing campaigns, including SEO/SEM, social media marketing, email marketing, and display advertising.
- Optimize campaigns across digital platforms (Google Ads, Facebook, Instagram, LinkedIn, etc.) to maximize ROI.
- Analyze trends and insights to improve campaign performance and conversion rates.
- Plan and execute organic campaigns across channels.
- Must have the ability to do granular campaign management, tracking, and reporting outcomes from campaigns to the CEO and Reporting Manager.

Content Strategy & Creation

- Develop engaging and creative digital content to attract and convert target audiences.
- Collaborate with content creators and designers to produce marketing materials such as blogs, infographics, videos, and social media posts.
- Ensure consistency in brand messaging across all digital channels.

SEO & SEM

- Optimize website content for search engines to improve organic search rankings and drive traffic.
- Conduct keyword research and develop SEO strategies to increase visibility.

Social Media Management

- Manage social media accounts, including content scheduling, community engagement, and performance tracking.
- Create targeted social media campaigns to increase engagement and brand awareness.

- Stay updated on social media trends, platform updates, and best practices.
- Cost per acquisition (CPA) to assess the effectiveness of campaigns.

Email Marketing

- Create and manage email marketing campaigns, including newsletters, promotional emails, and automated marketing sequences.
- Segment email lists and ensure personalized messaging for different target groups.
- Analyze the performance of email campaigns.
- Should be able to handle email tools and applications.
- Track outcomes from campaigns and report to CEO periodically.

Collaboration & Coordination

- Collaborate, coordinate, assist and support BRC CEO, Managers, and internal stakeholders to ensure smooth delivery of digital marketing tasks.
- Collaborate with external agencies, vendors, and partners for additional marketing support as needed.
- Support the broader marketing team in brainstorming new and creative growth strategies.

Staying Updated on Trends

- Keep up-to-date with the latest digital marketing trends, tools, and technologies.
- Identify and recommend new digital marketing opportunities to drive business growth.

Qualifications

- Bachelor's degree in Marketing, Digital Marketing, Visual Communication, Business, or related field.
- Solid hands-on experience of 2 - 5 years in Digital Marketing, with a proven track record in executing successful campaigns for well-known B2B and B2C organizations, educational institutions, Edtech, etc.
- Excellent proficiency and experience with digital marketing tools such as Google Ads, Google Analytics, Facebook Ads Manager, and SEO/SEM tools, Email Tools is a MUST.
- Strong understanding of current online marketing concepts, strategies, and best practices.
- Experience with content management systems (CMS) and marketing automation tools is a big plus.

Skills

- Strong analytical and problem-solving skills.
- Creativity and attention to detail.
- Excellent communication and writing skills.

- Knowledge of SEO, SEM, PPC, social media, and email marketing.
- Familiarity with website analytics tools (e.g., Google Analytics, SEMrush, etc.).
- Proficiency in marketing tools such as HubSpot, Mailchimp, or similar platforms.

Benefits

- Competitive salary and performance bonuses.
- Opportunities for professional growth and development.
- Access to cutting-edge digital marketing tools and resources.
- Collaborative and innovative work environment.