

Job Description

Digital Marketing Executive





JOB BRIEF

GO MO Group is looking for a Digital Marketing Executive to assist in the planning, execution and optimization of our online marketing efforts. You would be responsible to develop, implement, track and optimize digital marketing campaigns for our clients while working in a fast-paced and productive environment. This is a training program which includes one-month mandatory training in Digital Marketing. After completing this training, we will evaluate your performance. Based on your performance, positions such as Digital Strategists and Digital Project Managers might be available.

JOB RESPONSIBILITIES

The responsibilities include but, are **NOT** limited to the following:

1. Developing and managing digital marketing campaigns
2. Tracking and analysing website traffic flow and provide regular internal reports
3. Attaining key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
4. Identifying new trends in digital marketing, evaluating new technologies and ensuring the brand is at the forefront of industry developments
5. Analysing client's competitor websites
6. Creating and implementing link-building strategies
7. Creating effective ranking strategies
8. Working closely with the other team members to meet client goals
9. Communicating with project managers to understand project requirements and deadlines

REQUIRED SKILLS

- Proficiency in MS Excel, PowerPoint, and Word
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- Ability to think creatively, and identify and resolve problems
- Excellent verbal and written English communication skills
- Open to learning



JOB DURATION

6- 12 months

JOB LOCATION

GO MO Group

7th Floor, Building B-3,

Cerebrum IT Park, Kalyani Nagar,

Pune- 411014, India

INTERESTED CANDIDATES CAN SEND THEIR RESUMES/CVs TO:

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