



## Job Description | Digital Marketing Executive | IFIM Institutions

### Summary

Develop, implement, track and optimize our digital marketing campaigns across all digital channels.

### Role

- Plan and execute all digital marketing activities and campaigns, including but not limited to SEO, SEM, SMM, Email Marketing, Mobile Marketing, Content Marketing, Moment Marketing, Influencer Marketing, Display and Programmatic advertising campaigns as assigned.
- Constantly improve the social media presence of IFIM brands.
- Brainstorm and execute new and creative content ideas.
- Collaborate with internal/external teams to create landing pages, optimize user experience and campaigns through CRM.
- Collaborate with agencies and other vendor partners.

### Skills

- Search Engine Optimisation
- Search Engine Marketing
- Social Media Marketing
- Email Marketing
- Content Marketing
- Moment Marketing
- Influencer Marketing
- Display Advertising
- Programmatic Advertising

### Knowledge

- Basic understanding of the higher education sector in India
- Excellent knowledge of the Digital Marketing best practices

### Abilities

- To spot DM trends quickly and ride the wave
- Well-organised and detail-oriented
- A high degree of commitment and ability to work effectively in a team
- Execution excellence
- Innovation and openness to learning
- To meet strict deadlines and schedules while setting priorities
- To work with frequent interruptions
- To produce accurate and timely work

### Qualification

Graduate in any discipline.

### Experience

3-5 years of Experience of running Digital Marketing campaign/s first-hand, preferably in the education sector.

### Remuneration

On par with industry standards.

### To apply

Email your latest resume along with a cover letter to [brand@ifimbschool.com](mailto:brand@ifimbschool.com) with the subject line *"Application for the position of Digital Marketing Executive"*.