

Job Title: Digital Marketing Specialist

Location: Kerala/Gujarat, India

Real Secure is a leading IT Infrastructure company that provides reliable and secure IT solutions to businesses. We are currently seeking a Digital Marketing Specialist to join our team. The ideal candidate will have extensive knowledge of graphics design, content creation, and digital marketing aspects such as SEO, social media, setup, managing, and running digital campaigns.

Responsibilities:

- ◆ Develop and execute digital marketing campaigns across various platforms, including social media, email, and paid search.
- ◆ Plan and execute SEO strategies to increase website traffic and improve search engine rankings.
- ◆ Manage social media channels, including creating and curating content, scheduling posts, and analyzing performance.
- ◆ Plan and execute Google Ads and LinkedIn campaigns, including creating ad copy, managing budgets, and monitoring performance.
- ◆ Develop and implement a content marketing strategy to drive website traffic, increase engagement, and generate leads.
- ◆ Analyze campaign performance and provide recommendations for improvement.
- ◆ Conduct market research and competitive analysis to identify new opportunities for growth and stay up-to-date on industry trends.
- ◆ Create and manage an editorial calendar to ensure timely and consistent content production across multiple channels.
- ◆ Develop and manage partnerships with relevant influencers and thought leaders in the industry.
- ◆ Collaborate with internal teams such as sales to develop marketing collateral, including email campaigns, landing pages, and other marketing materials.
- ◆ Stay up to date with the latest trends and best practices in digital marketing.

Requirements:

- ◆ Bachelor's degree in Marketing, Communications, or a related field.
- ◆ At least 3 years of experience in digital marketing.
- ◆ Proven experience with social media, campaign management, and digital advertising.
- ◆ Strong knowledge of search engine optimization (SEO) best practices, including keyword research, on-page optimization, link building, and local SEO.
- ◆ Knowledge of marketing automation tools such as HubSpot, Marketo, or Pardot.
- ◆ Experience with website analytics tools such as Google Analytics.

- ◆ Proficiency in WordPress, including the ability to create and edit pages, posts, and menus, and manage plugins and themes.
- ◆ Strong project management skills and the ability to manage multiple campaigns simultaneously.
- ◆ Excellent written and verbal communication skills.
- ◆ Strong analytical skills and the ability to analyze campaign performance data to drive improvements.
- ◆ Proficiency in graphic design tools such as Adobe Creative Suite.
- ◆ Knowledge of HTML/CSS and website design principles is a plus.
- ◆ Knowledge of WordPress

If you are interested in joining our team, please submit your application today. We look forward to hearing from you!