

Earned Media – Senior Digital Marketing Executive

Senior Executive of Earned Media will be responsible to develop SEO strategies for multiple clients. You will need to stay abreast of the latest happenings in the world of Search Marketing and the internet marketing industry as a whole. You will help your team perform to the optimum, ensure punctuality of your team, understand weak links and work towards rectifying them.

Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

Responsibilities and Key Accountabilities

- Help develop SEO strategies for clients
- Should be capable of handling multiple SEO projects at a time
- Should be able to analyse Analytics and Webmaster tools data and take action on it to improve the overall SEO performance
- Help your team members
- Handle on page & off page SEO activities for multiple clients
- Understand the business of the client
- Analyse a website from an SEO and Technical perspective
- Perform a through keyword analysis for the site
- Make an On-Page Optimisation incorporating the various on page elements involved in SEO
- Get the On-Page Optimisation report implemented
- Formulate a link building strategy for your projects
- Analyse the progress of your site using various analytical and webmaster tools
- Tweak the on page and off page optimization depending on performance
- Keeping abreast with the latest updates in Search engine Algorithms & Search Word in General
- Keeping abreast with the latest happenings in Google Analytics Platforms and Google Webmaster World
- Keeping abreast with progress in the internet marketing world on the whole
- Sharing your research with the entire team
- Communicate with Clients and Update them on the progress of their project
- Identify Upselling opportunities within projects
- Participation in the training process
- Share your learning with the entire SEO team & the rest of the company in General

Education Required:

- The knowledge, skills and abilities typically acquired through the completion of a bachelor's degree program or equivalent degree in a field of study related to the job.

Years of Relevant Work Experience: *Min. 2 Years*

Preferred Qualifications:

- Good Understanding of HTML
- Capable of Comprehending Web technologies such as PHP, ASP, Java
- Should have a thorough knowledge of Search Engines and their Algorithms
- GAIQ Certification
- Knowledge on how the search industry is progressing in general
- Knowledge of Internet Marketing as a whole
- Knowledge of techniques used to generate revenue online
- Knowledge on how the search industry is progressing in general

Knowledge, Skills, Abilities and Competencies:

- Excellent written and Spoken English
- Good Communication Skills
- Good Interpersonal Skills
- Training Skills
- Great people managing skills
- Handling Multiple clients, team members at one go
- Make presentations and case studies
- Capable of collaborating with other teams
- Capable of leading Client Calls

***If you are interested, please email your resume at hr@beingdigitalz.com**