

Job Description- Digital Marketing Specialist

Job Role: Manage and execute Organic Digital Marketing strategies to enhance brand presence and drive online traffic through various digital channels.

Job Title: Digital Marketing Specialist- Organic

Experience: Minimum 8 years

Age: Min 30 years

Type of Position: Full-Time

Education Requirement:

- Graduate or Post-Graduation in Marketing
- Prof. Certificate Course/ Diploma in Digital Marketing/Digital Marketing

Location: Jaipur

Experience Required

- **Must Have:**
 - 5 years of organic marketing experience.
 - Expertise in SEO, SEM, Google Analytics.
 - Familiarity with marketing automation tools
 - Must know Google Marketing Campaigns in detail
- **Desired to Have:**
 - Knowledge of basic HTML and web design.
 - Knowledge of Content writing and SEO
 - Knowledge of Inorganic Marketing.

Specific Skills:

- **Must Have:**
 - Strong Google analytics and Website designing skills
 - Strong understanding of content marketing strategies and how to align content with audience needs.

- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Excellent written and verbal communication skills
- Analytical mindset and critical thinking.
- **Desired to Have:**
 - Knowledge of CRM & Lead tracking

Job Summary:

The Organic Marketing Specialist is responsible for driving website traffic, improving search engine rankings, and increasing brand visibility through organic digital marketing strategies. This role focuses on creating and optimizing content, developing SEO strategies, and building engagement across organic channels to enhance brand reputation and customer loyalty

Job Description:

- Create and execute Whitehat strategies to increase the number of backlinks to increase organic traffic.
- Working collaboratively with cross functional teams.
- Develop and execute SEO strategies to improve organic search rankings and drive targeted website traffic.
- Conduct keyword research, optimize on-page SEO elements (meta tags, headings, URL structures, etc.), and ensure website is fully optimized for search engines.
- Optimize existing content for search engines, ensuring it aligns with target keywords and audience needs.
- Track, analyze, and report on organic marketing performance using tools like Google Analytics, Google Search Console, and social media analytics.
- Develop and implement link-building strategies to improve domain authority and search rankings.