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Digital Marketing Strategist – All Jobs For You – JWS Steel Careers

Hiring organization
JWS Steel

Job Location

India
Remote work from: IND

Date posted
January 26, 2024

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Valid through
31.08.2024

Base Salary

USD 12 - USD 21

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Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Digital Marketing Strategist

In this role, you'll play a pivotal part in shaping and executing JSW Steel's digital marketing strategy across various online channels. You'll be responsible for driving brand awareness, lead generation, and customer engagement, ultimately contributing to our sales and marketing objectives.

JWS Steel Careers

Responsibilities:

- Develop and implement comprehensive digital marketing strategies, encompassing SEO, SEM, social media marketing, content marketing, email marketing, and analytics.
- Conduct in-depth market research and competitor analysis to identify opportunities for growth and differentiation in the digital landscape.
- Manage and optimize online advertising campaigns across search engines, social media platforms, and other relevant channels.
- Create compelling and data-driven content that resonates with target audiences and educates them about JSW Steel's products and services.
- Analyze campaign performance using advanced analytics tools and continuously optimize strategies for improved results.
- Collaborate effectively with cross-functional teams, including marketing, sales, and IT, to ensure seamless execution of digital campaigns.
- Stay up-to-date with the latest digital marketing trends and technologies and

recommend their integration into JSW Steel's digital strategy.

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Skills:

- Bachelor's degree in Marketing, Communications, or a related field, preferably with a focus on digital marketing.
- Minimum 2 years of experience in a digital marketing role, with proven success in driving results through various online channels.
- Strong understanding of SEO, SEM, social media marketing, content marketing, and email marketing best practices.
- Proficiency in using popular digital marketing tools and analytics platforms (e.g., Google Analytics, Google Ads, Hootsuite, Mailchimp).
- Excellent written and verbal communication skills, with the ability to create compelling and persuasive content.
- Data-driven approach to problem-solving and decision-making.
- Ability to work independently and manage multiple projects simultaneously.
- Strong team player with excellent interpersonal and collaboration skills.

Tags:

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