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Executive Digital Marketing

Description

The Executive Digital Marketing will be responsible for creating and managing digital marketing content to enhance the hospital's online presence. This role requires creativity, technical skills, and a strong understanding of digital marketing strategies. The ideal candidate will be proficient in designing software and have experience with various digital marketing tools and platforms.

Responsibilities

- 1. Content Creation:**
 - **Designing:** Create visual content using Canva, Adobe, and Coral.
 - **Social Media Post Creation:** Develop engaging social media posts that align with the hospital's brand and objectives.
 - **Video Creation:** Produce high-quality videos for promotional and informational purposes.
- 2. Social Media Management:**
 - **Social Media Posting:** Schedule and post content across various social media platforms.
 - **Engagement:** Monitor and engage with the audience on social media channels.
- 3. Advertising:**
 - **Google/Facebook Ads:** Create and manage ad campaigns on Google and Facebook to drive traffic and engagement.
- 4. Analytics:**
 - **Data Analysis:** Use analytics tools to track and report on the performance of digital marketing campaigns.
 - **Optimization:** Analyze data to optimize campaigns for better performance.
- 5. Platform Management:**
 - **YouTube:** Manage the hospital's YouTube channel, including video uploads, playlist management, and audience engagement.
- 6. Design and Collateral:**
 - **Designing Files, Brochures, and Leaflets:** Create marketing materials such as brochures, leaflets, and other promotional content.

Qualifications

- Master's degree (Freshers are welcome)
- Graduate with a minimum of 2 years of relevant experience.

Skills

- **Technical Skills:** Proficiency in Canva, Adobe, Coral, and other design software.
- **Digital Marketing Tools:** Experience with Google Ads, Facebook Ads, and analytics tools.
- **Creativity:** Strong creative skills with an eye for design and detail.
- **Communication:** Excellent verbal and written communication skills.

Hiring organization

VIROC Super specialty Orthopedic Hospital

Employment Type

Full-time

Beginning of employment

Immediate

Duration of employment

Full time

Industry

Healthcare

Job Location

Vadodara

Working Hours

6 hours

Base Salary

Rs. 1,80,000

Date posted

June 6, 2024

Valid through

31.07.2024

- **Analytical Skills:** Ability to analyze data and derive actionable insights.
- **Time Management:** Strong organizational skills with the ability to manage multiple projects simultaneously.