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Circular Details

About the Company:

TIC Limited is a fast-growing company focused on delivering innovative solutions and driving success through effective digital marketing strategies. We are looking for dynamic individuals who are passionate about digital marketing and achieving outstanding results.

Job Responsibilities:

Develop, implement, and manage digital marketing campaigns across platforms like Facebook, Google, LinkedIn, YouTube, Reddit, Quora, Medium, GitHub, Pinterest, Scribd, and others.

Plan and execute SEO/SEM strategies to improve website rankings, drive organic traffic, and generate sales.

Manage and grow the company's social media presence across all major platforms.

Create engaging content for digital platforms, including websites, blogs, forums, Q&A sites, and social media channels.

Monitor and analyze campaign performance, providing regular reports and actionable recommendations for continuous improvement.

Manage email marketing campaigns and optimize customer journeys to increase engagement and conversions.

Stay updated with the latest trends, technologies, and best practices in online marketing and digital measurement.

Collaborate with design, development, and content teams to produce high-quality marketing materials and campaigns.

Budget & Campaign Management:

Create monthly budget proposals for multiple projects.

Manage paid campaigns across different platforms and ensure cost-effective execution.

Track spending and ensure campaigns deliver maximum return on investment (ROI).

Performance Tracking & KPIs:

Monitor and evaluate key performance indicators such as organic traffic growth, engagement rates, conversion rates, social media ROI, and audience retention.

Adjust marketing strategies based on performance data to maximize results.

Content & Collaboration:

Work closely with content writers, content creators, graphic designers, and video editors to produce creative and impactful content.

Oversee the production of videos, motion graphics, animations, and other marketing assets for digital platforms.

Cross-Functional Collaboration:

Work closely with marketing, sales, and product development teams to design and execute integrated digital marketing strategies.

Additional Requirements:

Strong mindset to work with clear goals and performance targets.

Ability to work effectively under pressure and meet tight deadlines.

Flexibility to work outside of regular office hours when needed, understanding that occasional workload peaks can be stressful.

Strong problem-solving skills and a proactive attitude.

Excellent communication and teamwork abilities.

Educational Requirements:

Bachelor’s degree in Marketing, Business, Communications, or any relevant field.

Professional certifications in Digital Marketing (Google, Facebook, HubSpot, etc.) will be an added advantage.

Experience Requirements:

Minimum 2-3 years of professional experience in digital marketing, SEO, SEM, and social media management.

Proven success in managing multi-channel digital marketing campaigns.

Compensation and Benefits:

Attractive salary package.

Performance-based bonuses.

Professional growth and training opportunities.

Friendly and collaborative work environment.

Job Title :	Digital Marketing Expert
Designation :	Digital marketing specialist
Experience :	2-3 years of experience
Age :	20-35
Salary Range :	Negotiable based on experience and skills
Vacancy :	5
Posted Date :	01.04.2025
Last Date to Apply :	31.12.2025