**Who We Are**

iii Consulting Pvt. Ltd. is a startup studio founded in 2015 with an aim to spearhead the growth of the Indian startup ecosystem, the three i s that we stand for are Ideate, Incubate and Incorporate. We help organizations to leverage latest technology to help grow their businesses.

**Executive, Digital Marketing**

* **Role :** 
  1. Customer Acquisition: To manage a sustainable support and operations model for the Digital Marketing Team to optimize the ongoing campaigns and setup new campaigns for various portfolios in the eco-system
* **Responsibilities :**
  1. Current Campaigns :
     1. Coordinate and setup processes within the team to optimize the campaigns across channels, including Search (Paid & Organic), Social (Paid & Organic), Display, Affiliates, Content Marketing, Native, etc.
     2. Monitor campaigns regularly, identify ways of optimizing, review conversions and player quality vis a vis Cost of Acquisition and maintain reports.
     3. Provide all back end support required for the campaigns, i.e., creative, documentation, payments, information, reporting
  2. New Channels :
     1. Research and Explore new channels to identify new sources of traffic over and above the channels already in the portfolio
     2. Competition review for industry intelligence
     3. Establish contact, filter and Passover the leads to the team
     4. Set up, roll out new deals in coordination with the team.
  3. Creatives:
     1. Detailed Creative & Communication Planning and Creating / managing Digital Assets
  4. Metrics:
     1. Work with the Marketing Manager to own Portfolio Metrics
     2. Manage Detailed Reporting

**Required experience**: 1-2 years in Digital Marketing, preferably with Digital Agencies or eCommerce / Digital Brands.

* 1-2 years of experience as a Digital Marketing Executive
* 1-2 years of experience in developing and implementing digital marketing tactics
* Good knowledge of all different digital marketing channels
* Good knowledge and experience with online marketing tools and best practices
* Familiarity with web design
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills

**How to Apply**

Send your updated resume to **swathanthra.d@iiiconsulting.in** along with the following details –

* Current Location
* Preferred Location
* Current Compensation
* Expected Compensation
* Notice Period