

Digital Marketing and Sales

Designation: Marketing and outreach manager: Digital Marketer.

Salary:

Fresher's: 2.4 to 4.2 lac CTC includes incentives, target bonus and commissions.

Experienced: 3.6 to 9 lac CTC includes incentives, target bonus and commissions

“Salary for the job comprises of fixed and a variable component “

Fixed component includes Basic as well and TA; Variable component includes incentives, target bonus, commissions.

Job Overview:

Digital Marketers Drive traffic to our web based portal and generate sales, the role requires Multitasking at its best. A Digital marketer at abroad shiksha reaches out to students and parents digitally based on their affinities and attractions and extends our service proposal to them. I digital marketer will strategize and run multiple campaigns at any given time to generate qualified leads for our services. A digital marketer engages with leads driving sales.

Roles and Responsibilities:

- Design and Create a relevant campaign to generate leads.
- Regular communication via emails to all students in our database.
- Regular Social media posting and sharing including lead generation through social media.
- Content marketing - articles / blogs/ vids/ etc. - use freelancers to develop content.
- Close leads successfully following the digital sales process.

Job Requirements:

- Great communication skills with convincing ability.
- Penchant for sales.
- Good follow up skills for sales process.
- Basic counselling skills required.
- Basic computer knowledge.
- Should live in “www era”.
- Working knowledge on analytics, webmaster tools and other web site enhancement tools will be a plus.

Other Requirements:

- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions.
- Teamwork - Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Attendance/Punctuality - Is consistently at work and on time; Arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions.
- Innovation - Generates suggestions for improving work.

Qualifications:

MBA or PGDM or BBA or other Graduation qualifications.

- Excellent communication skills and interpersonal skills.
- good Computer knowledge and good with internet based outreach hacks.
- Great analytical skills.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- managing a team of freelance content and graphic designers is a part of the job.

Direct report:

- COO, CEO

List by job title any positions to be supervised by the incumbent.

Approved & created by	kanav Sachdeva, CEO
Date approved	21-4-2017
Reviewed	
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