



Tecknotrove Systems (I) Private Limited

Job Title:	Digital Marketing Strategist	Department:	Marketing
Location:	Andheri - East, Mumbai	Position Type:	Full-time
Experience:	4-6 years		

About Tecknotrove Systems

Tecknotrove Systems is a young and dynamic technology company headquartered in Mumbai. Tecknotrove is Asia's leading training and simulation company focused in developing simulation and virtual reality solutions for critical applications.

With a team of over 120 talented employees, we have delivered projects in over 24 countries around the world.

Our expertise lies in creating virtual worlds for critical applications using simulators and AR/VR technologies. The Company offers solutions for growing Industries like Automobile, Aviation, Defense and Mining.

Our corporate office is based in Andheri, Mumbai, and the manufacturing facility is in Gujarat.

Position Summary

We are looking for an experienced and result oriented digital marketing executive to manage all forms of digital marketing engagements for our firm.

Roles and Responsibilities

CONTENT & WEBSITE MANAGEMENT:

- Plan, develop & organise content across all digital touchpoints.
- Strengthen and evolve digital marketing roadmap for products and brands.
- Planning SEO and social media marketing.
- Setting Up and Managing Ad Manager.
- Design email marketing campaigns for lead generation.
- Design & develop digital media assets such as e-brochures, whitepapers, etc.
- Maintain Organisation Website and performance indicators.
- Weekly status report on social media promotion, website traffic, lead generation.
- Having previous knowledge of working with an agency.

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Job Requirements and Qualifications	
Education	Bachelor's / MBA in Marketing
Experience	4-6 years
Skills & Competencies	<ul style="list-style-type: none"> ● Skilled candidate with good communication skills. ● Good presentation skills are expected. ● Must have experience in penalty recovery. ● Practical experience and enough knowledge in SEO, Google ad words, Google Analytics, display marketing, Brand awareness campaigns, YouTube video ads, email marketing, influencer marketing, Viral marketing. Content marketing, social media marketing and all modules of Digital marketing strategies and campaigns. ● Must be familiar with all the tools needed for Digital Marketing and must be able to handle online ad campaigns effectively. ● Should have knowledge of WordPress and Website Traffic Data Interpretation. ● Should be well versed with the latest concepts and techniques of Digital and Social Media Marketing to brief our Digital Media Agencies. ● Knowledge and executing capabilities in Affiliate Marketing, Search, Display, Remarketing and social media platforms like Facebook, Twitter, Instagram, Google plus and LinkedIn. ● Experience in Digital Marketing and should have handled campaigns development in terms of digital along with ATL/BTL channels. ● Must have handled Campaign Management- Google Facebook- LinkedIn- Twitter Dashboards and other Programmatic Dashboards ● This role is an IC role and incumbent should be comfortable working with same