**Job Description: Digital Marketing Lead**

**Position Overview:** We are seeking an experienced and dynamic Digital Marketing Lead to join our team in the edtech industry under World Development Corporation. The ideal candidate will have a proven track record of successfully strategizing, executing, and optimizing digital marketing campaigns across various platforms. With a strong background in team management, campaign handling, and data-driven decision-making, the Digital Marketing Lead will play a pivotal role in driving our brand's online presence and lead generation efforts.

**Responsibilities:**

**1. Campaign Management:**

• Lead and execute digital marketing campaigns with a budget of Rs 50 lakh or more.

• Manage end-to-end campaign planning, execution, monitoring, and optimization.

• Handle campaigns across Facebook Ads, LinkedIn Ads, Google Ads, and other relevant platforms.

**2. Content Marketing and Strategy:**

• Develop and implement a comprehensive content marketing strategy aligned with business objectives.

• Create engaging and relevant content for various digital channels to drive audience engagement and brand awareness.

**3. Team Leadership:**

• Manage a team of at least 4 digital marketing professionals.

• Provide guidance, mentorship, and support to the team members.

• Ensure the team's performance meets or exceeds defined targets and goals.

**4. Lead Generation Campaigns:**

• Plan, execute, and optimize lead generation campaigns to drive high-quality leads.

• Implement strategies to increase conversion rates and overall lead acquisition.

**5. Landing Page Development:**

• Develop high-converting landing pages that effectively communicate value propositions and drive user engagement.

• Collaborate with design and development teams to ensure seamless integration of landing pages.

**6. Marketing Analytics:**

• Utilize marketing analytics tools, including Google Analytics, to monitor campaign performance and derive actionable insights.

• Optimize key metrics such as CPLs (Cost Per Lead), CAC (Customer Acquisition Cost), and ROAS (Return on Ad Spend).

**7. Automation and Integration:**

• Leverage automation tools such as Zapier, Integromat, Make, or Pabbly to streamline marketing workflows.

• Integrate various marketing tools and CRM systems using APIs and webhooks in collaboration with the Tech Team.

**8. Market Research and Tools:**

• Stay updated on industry trends and utilize tools such as Ubersuggest, Google Trends, AHREFS, and BuzzSumo for strategic planning.

• Implement surveys and utilize tools like SurveyMonkey for market research and customer feedback.

**9. Pixel Tracking and Code Implementation:**

• Implement tracking pixels, tag managers, and code snippets to monitor and measure campaign performance accurately.

**10. Brand Communication:**

• Ensure consistent brand communication and messaging across all digital marketing channels.

• Collaborate with the creative team to maintain brand identity and voice.

**Qualifications and Experience:**

• Bachelor's degree in Marketing, Business, or a related field. A master's degree is a plus. Digital Marketing Certificate holders are preferred.

• Minimum of 8 years of experience in digital marketing, with a focus on B2C campaigns and the edtech industry.

• Proven experience in handling campaigns with a budget of Rs 50 lakh or more.

• Strong proficiency in Facebook Ads, LinkedIn Ads, Google Ads, and other relevant platforms.

• Prior experience in team management and leadership roles.

• Demonstrated expertise in lead generation campaigns, landing page development, and marketing analytics.

• Proficiency in automation tools like Zapier, Integromat, Make, or Pabbly.

• Familiarity with tools such as Ubersuggest, Google Trends, AHREFS, BuzzSumo, and Google Analytics.

• Experience with pixel tracking, tag managers, and code implementation for campaign tracking.

• Excellent communication and collaboration skills.

• Strategic thinking and problem-solving abilities.

**Compensation:**

Salary: INR 9,60,000 LPA - 12,00,000 LPA (based on experience and qualifications)

If you meet the qualifications and experience outlined above and are passionate about driving impactful digital marketing campaigns in the edtech sector, we encourage you to apply.