

JOB DESCRIPTION – Internet Marketing Executive (Male/Female)	
Reports To	Vice President (Sales/Channels)
Responsibilities	<ul style="list-style-type: none"> - Search Engine Marketing - Social/Emerging Media Marketing - Design and Execution of Affiliate Programs - Generate Business through Bidding Portals
Key Tasks	<p>The following specific responsibilities must be carried out:</p> <ul style="list-style-type: none"> - Optimize visibility on Search Engines through SEO Techniques - Optimize visibility on Search Engines through PPC Campaigns/Sponsored Links - Design/Build/Promote Affiliate Program - Design/Build/Promote Social Media Campaigns - Online Bidding on Websites such as Elance etc
Qualifications & Experience	<ul style="list-style-type: none"> - 1+ years Internet Marketing experience - Graduate in any stream, preference to MBA/MCA/B.Tech.
Knowledge & Skills	<ul style="list-style-type: none"> - Well versed Search Engine Marketing Techniques - Well versed with Affiliate Program Design and Execution - Well versed with Promotion on Social Networking Websites/Emerging Media and should be able to organize such Campaigns independently - Excellent Communication Skills (both verbal and written) in Hindi and English. - Good analytical skills and strong business acumen - Exposure to project-based work structures - Creative Problem-solving approach - Self-motivated and a go-getter energetic personality. - Proficiency in MS Word/Excel /PowerPoint - has passion to work in a growing IT organisation.
Salary	Rs. 1,00,000 to 3,50,000 p.a. + Incentives (Salary not a constraint for a deserving person)
Other Benefits	<ul style="list-style-type: none"> - After completion of 1 Year of Probation Period, the candidate becomes eligible for additional benefits such as insurance, education assistance etc.