

Job Title	Reports To
Digital Marketing Specialist	Founder Chairman & Admin Manager
Job Role/ Qualification /Skills Required	
<ul style="list-style-type: none"> • Bachelor's degree or higher in Marketing, Communications, or a related field. • 2-4 years of experience in digital marketing and social media management. • Good knowledge of digital marketing concepts, trends, tools, and techniques. • Experience with Google Analytics, Google AdWords, and content management systems. • Familiarity with email marketing platforms and CRMs. • Social Media Marketing (Both paid and unpaid): Instagram, Facebook, LinkedIn, WhatsApp, etc. • Creating and curating Social Media Creative using Canva, Illustrator, CorelDraw, and Photoshop. • Photography, Videography of products and Editing. • Creating Presentations and Excel sheets for supporting Sales team. • Brand Pitch deck. • Excellent analytical and problem-solving skills with attention to detail. • Ability to adapt to changing priorities, manage multiple projects simultaneously, and work independently or within a team. • Excellent written and verbal communication skills in English • Age not more than 35 yrs. 	