



<https://govhelp.in/job/digital-marketing-strategist-in-jws-steel-latest-job-jws-steel-careers/>

Digital Marketing Strategist in JWS Steel – Latest Job – JWS Steel Careers

Job Location

India
Remote work from: IND

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Base Salary

USD. 11 - USD. 20

Qualifications

12th Pass, Graduate

Employment Type

Full-time

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Description

Digital Marketing Strategist in JWS Steel

In this role, you'll play a pivotal part in shaping and executing JSW Steel's digital marketing strategy across various online channels. You'll be responsible for driving brand awareness, lead generation, and customer engagement, ultimately contributing to our sales and marketing objectives.

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JWS Steel Jobs For Freshers

Responsibilities:

- Develop and implement comprehensive digital marketing strategies, encompassing SEO, SEM, social media marketing, content marketing, email marketing, and analytics.
- Conduct in-depth market research and competitor analysis to identify opportunities for growth and differentiation in the digital landscape.
- Manage and optimize online advertising campaigns across search engines, social media platforms, and other relevant channels.
- Create compelling and data-driven content that resonates with target audiences and educates them about JSW Steel's products and services.
- Analyze campaign performance using advanced analytics tools and continuously optimize strategies for improved results.
- Collaborate effectively with cross-functional teams, including marketing, sales, and IT, to ensure seamless execution of digital

Hiring organization

JWS Steel

Date posted

January 19, 2024

Valid through

31.08.2024

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campaigns.

- Stay up-to-date with the latest digital marketing trends and technologies and recommend their integration into JSW Steel's digital strategy.

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JWS Steel Jobs Near Me

Skills:

- Bachelor's degree in Marketing, Communications, or a related field, preferably with a focus on digital marketing.
- Minimum 2 years of experience in a digital marketing role, with proven success in driving results through various online channels.
- Strong understanding of SEO, SEM, social media marketing, content marketing, and email marketing best practices.
- Proficiency in using popular digital marketing tools and analytics platforms (e.g., Google Analytics, Google Ads, Hootsuite, Mailchimp).
- Excellent written and verbal communication skills, with the ability to create compelling and persuasive content.
- Data-driven approach to problem-solving and decision-making.
- Ability to work independently and manage multiple projects simultaneously.
- Strong team player with excellent interpersonal and collaboration skills.

Tags:

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