



<https://govhelp.in/job/tata-steel-recruitment-2023-all-india-jobs-digital-marketing-executive-post/>

## Tata Steel Careers 2023 – All India Jobs – Digital Marketing Executive Post

**Hiring organization**  
Tata Steel

### Job Location

India  
Remote work from: Brazil

**Date posted**  
May 25, 2023

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**Valid through**  
31.12.2023

### Base Salary

USD. 12,000 - USD. 17,500

APPLY NOW

### Qualifications

12th Pass, Graduate.

### Employment Type

Full-time

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### Description

## Tata Steel Recruitment 2023

A Digital Marketing Executive is responsible for developing, implementing, and managing digital marketing campaigns to promote a company's products or services. They utilize various online marketing channels and strategies to drive brand awareness, generate leads, and increase customer engagement. Digital Marketing Executives analyze campaign performance, optimize digital assets, and stay updated on emerging trends in the digital marketing landscape.

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Tata Steel Careers

### Responsibilities:

- Collaborate with the marketing team to develop and execute digital marketing strategies aligned with business goals.
- Conduct market research to identify target audiences, customer insights, and competitor activities.
- Plan and execute digital advertising campaigns across various platforms, such as search engines, social media, display networks, and email marketing.
- Create compelling ad copies, banners, and landing pages to maximize click-through rates (CTRs) and conversions.

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### Qualifications:

- Bachelor's degree in Marketing, Digital Marketing, or a related field. Additional certifications are a plus.
- Proven experience as a Digital Marketing Executive or in a similar digital marketing role.
- Strong knowledge of digital marketing channels, including search engine marketing (SEM), social media marketing, email marketing, and content marketing.
- Familiarity with digital advertising platforms, such as Google Ads, Facebook Ads Manager, or LinkedIn Ads.
- Understanding of SEO best practices and experience with SEO tools.
- Proficiency in using marketing analytics tools, such as Google Analytics or similar platforms.
- Excellent written and verbal communication skills.

### Important Links

**Find the Link in [Apply Now](#) Button**

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