

## **Job Description**

**Job Title:** Creative & Digital Marketing Specialist

**Location:** Mangalore

**Overview:** We are seeking a versatile and creative Creative & Digital Marketing Specialist who can independently manage both visual design and digital marketing activities. This hybrid role is crucial for strengthening our brand presence, enhancing digital communication, and supporting lead-generation initiatives for our IT services and solutions. The ideal candidate will possess strong design capability combined with hands-on experience in executing digital marketing strategies.

### **Key Responsibilities:**

#### **Creative & Design Responsibilities**

- Develop high-quality creatives for social media, website banners, brochures, presentations, and product branding.
- Design visuals that simplify complex IT concepts such as cloud architecture, ERP workflows, automation processes, software solutions and our other services.
- Create visually appealing graphics, infographics, and promotional materials aligned with branding guidelines.
- Edit videos, reels, and motion graphics for marketing campaigns and brand storytelling.
- Ensure consistent brand identity across all digital and offline assets.
- This hybrid role demands a proactive approach in recommending creative and marketing strategies that advance business growth and enhance brand quality.
- The candidate must continuously bring fresh ideas from design concepts to digital campaign strategies to improve overall branding, engagement, and marketing effectiveness.

#### **Digital Marketing Responsibilities**

- Manage and grow social media presence across platforms by publishing regular, engaging content.
- Plan and execute digital marketing campaigns across channels such as Google Ads, LinkedIn Ads, and other relevant platforms.
- Perform SEO activities including keyword research, on-page optimization, and performance tracking.
- Analyze campaign results, engagement metrics, and prepare monthly marketing performance reports.
- Manage website updates, landing pages, and publish content in collaboration with content and tech teams.
- Execute email marketing campaigns and lead-nurturing workflows using marketing automation tools.

### **Required Qualifications:**

Graduation in any relevant field (Marketing, Design, Mass Communication, BBA, MBA, etc.) with 1–2 years of experience in graphic design and digital marketing (multi-skilled profile preferred).

**Desired Skills:**

- Proficiency in Adobe Creative Suite, Canva, and other creative visualization tools.
- Strong understanding of Google Analytics, Search Console, Meta Business Suite, and LinkedIn Campaign Manager.
- Hands-on experience in SEO, paid campaigns, and digital content execution.
- Ability to translate complex IT concepts into visually engaging and meaningful creatives.
- Strong multitasking abilities and excellent project-management skills.

**Preferred Experience:**

- Experience managing end-to-end creative and digital marketing functions independently.
- Exposure to IT services, SaaS products, or technology-driven brands.
- Strong communication, coordination, and teamwork abilities.
- Detail-oriented mindset with a passion for creativity, experimentation, and brand building.