

# Digital Marketing Executive – (0-1 Year)

**Location:** Jaipur, Rajasthan, India

**Position Type:** Full-Time, In-Office

Alvion Technologies is excited to invite applications from passionate and creative individuals for the role of **Digital Marketing Executive** at our Jaipur office. This is an ideal entry-level position for fresh graduates and early-career professionals who are eager to build their careers in digital marketing and contribute to innovative brand growth initiatives.

As a Digital Marketing Executive, you will be an integral part of our marketing team, working under the guidance of senior marketing professionals. You will support various digital campaigns, enhance our online presence, and help generate leads through strategic digital initiatives. This role is designed to provide hands-on exposure to modern marketing tools, analytics platforms, and performance-driven strategies within a collaborative and growth-focused environment.

## Key Responsibilities

- **Campaign Management:** Assist in planning, executing, and monitoring digital marketing campaigns across platforms such as Google, LinkedIn, Instagram, and Facebook.
- **Content Creation:** Create engaging content for social media posts, blogs, email campaigns, and website updates aligned with brand messaging.
- **Social Media Management:** Manage and schedule posts, respond to engagement, and grow audience reach across social media platforms.
- **SEO Support:** Assist in implementing on-page and off-page SEO strategies to improve website ranking and organic traffic.
- **Analytics & Reporting:** Track campaign performance using tools like Google Analytics and generate performance reports with actionable insights.
- **Lead Generation:** Support initiatives focused on generating and nurturing leads through digital channels.
- **Market Research:** Conduct competitor analysis and research industry trends to identify new marketing opportunities.

## Required Skills and Qualifications

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Basic understanding of digital marketing concepts including SEO, SEM, social media marketing, and email marketing.
- Familiarity with tools such as Google Analytics, Google Ads, or Meta Ads Manager (preferred but not mandatory).
- Strong written and verbal communication skills.

- Creative mindset with attention to detail.
- Analytical thinking and ability to interpret performance data.
- Ability to manage multiple tasks and meet deadlines.
- A strong willingness to learn and grow in a fast-paced environment.

## Preferred Skills

- Prior internship or hands-on project experience in digital marketing.
- Familiarity with content design tools like Canva.
- Basic knowledge of website management.
- Understanding of paid advertising campaigns (PPC).
- Exposure to marketing automation tools or CRM systems.

## What We Offer at Alvion Technologies

- **Structured Mentorship Program:** Work under experienced marketing professionals to accelerate your growth.
- **Career Growth Path:** Clear opportunities to advance into specialized roles such as SEO Specialist, Performance Marketer, or Marketing Strategist.
- **Hands-On Experience:** Real exposure to live campaigns and measurable business impact from day one.
- **Innovative Culture:** A collaborative and forward-thinking work environment that encourages creativity and experimentation.
- **Competitive Entry-Level Salary:** Attractive compensation package aligned with industry standards.
- **Support for Professional Development:** Access to training resources and opportunities to earn certifications in digital marketing tools and platforms.