

Job Description

Digital Marketing Specialist

Location: Remote

Job Type: Part-time

Experience: 5+ Years

About the Role

One of our clients is looking for a Digital Marketing Specialist to develop and execute result-driven digital marketing strategies. The ideal candidate will be responsible for SEO, content marketing, social media management, paid campaigns, and performance analytics to enhance brand visibility, drive engagement, and generate leads.

Key Responsibilities

- **SEO & Website Optimization** – Implement on-page, off-page, and technical SEO strategies to improve search rankings.
- **Content Marketing** – Develop and manage blogs, case studies, whitepapers, and website content to establish thought leadership.
- **Social Media Marketing** – Plan and execute social media strategies on LinkedIn, Twitter, and other platforms to increase audience engagement.
- **Paid Advertising** – Manage Google Ads, LinkedIn Ads, and social media campaigns to drive high-quality leads.
- **Email Marketing & Automation** – Create and optimize email marketing campaigns to nurture leads and engage customers.
- **Performance Tracking & Analytics** – Monitor Google Analytics, Search Console, and marketing KPIs to measure success and optimize campaigns.
- **Brand Positioning & Strategy** – Strengthen the company's online presence and establish a strong industry reputation.
- **Collaboration with Teams** – Work closely with designers, developers, and leadership to align marketing strategies with business goals.

Requirements

- 3 to 7 years of experience in digital marketing, preferably in B2B or SaaS industries.
- Strong knowledge of SEO, PPC, content marketing, and social media strategies.
- Proficiency in Google Ads, Meta Ads, LinkedIn Ads, and marketing automation tools.
- Experience in Google Analytics, SEMrush, Ahrefs, or similar tools.
- Ability to create compelling content and marketing copy for various platforms.

- Strong analytical and problem-solving skills to measure and optimize performance.
- Knowledge of email marketing platforms (Mailchimp, HubSpot, etc.) is a plus.
- Self-motivated with a creative and strategic mindset.

How to Apply:

Interested candidates can submit their resume and cover letter through the careers portal at alchemrise.com.