



Circular Details

A Digital Marketing job description typically focuses on creating and implementing online marketing strategies to promote products or services, increase brand visibility, and drive customer engagement. Below is a general job description for a Digital Marketing role.

Job Title: Digital Marketing Specialist

Job Overview: We are seeking a skilled and creative Digital Marketing Specialist to lead our online marketing efforts. The ideal candidate will have a strong understanding of digital marketing channels, strategies, and tools. The Digital Marketing Specialist will play a key role in developing and executing digital campaigns to achieve our marketing and business objectives.

Responsibilities:

- Digital Strategy:** Develop and execute comprehensive digital marketing strategies that align with business goals and target audience.
- Content Creation:** Create and curate engaging content for various digital channels, including websites, social media, emails, and blogs.
- Search Engine Optimization (SEO):** Optimize website content and structure for improved organic search visibility and rankings.
- Paid Advertising:** Plan and manage online advertising campaigns, including Google Ads, social media advertising, and display advertising.
- Social Media Management:** Manage and grow the company's social media presence, including content posting, engagement, and monitoring.
- Email Marketing:** Design and execute email marketing campaigns, including list segmentation and A/B testing.
- Analytics:** Monitor and analyse digital marketing performance using tools such as Google Analytics and marketing automation platforms.
- Conversion Optimization:** Identify and implement strategies to improve website and landing page conversion rates.
- Budget Management:** Allocate and manage digital marketing budgets effectively to maximize ROI.
- Competitor Analysis:** Conduct competitive research and stay updated on industry trends to identify opportunities and threats.
- Reporting:** Prepare and present regular reports on key performance indicators (KPIs) and campaign effectiveness to stakeholders.

Qualifications:

Bachelor's degree in Marketing, Digital Marketing, or a related field.

Proven experience as a Digital Marketing Specialist or in a similar role.

In-depth knowledge of digital marketing channels, tools, and best practices.

Proficiency in using digital marketing and analytics tools (e.g., Google Ads, Google Analytics, Facebook Business Manager, marketing automation platforms).

Strong analytical, data-driven, and problem-solving skills.

Excellent written and verbal communication skills.

Creative thinking and the ability to generate innovative marketing ideas.

Project management skills to manage multiple campaigns simultaneously.

Preferred Skills:

Digital marketing certifications (e.g., Google Ads, HubSpot, Facebook Blueprint).

Experience with e-commerce and online sales strategies.

Knowledge of HTML/CSS and basic web design principles.

Familiarity with CRM systems and email marketing platforms.

Duration: 6 Months Work

Location: Work From Home (WFH)

Stipend/Perks : Unpaid and follow section of Benefits of Internships

Benefits of Internships

- 1. Hands-On Experience:** Internships provide practical, real-world experience in a specific field or industry, allowing interns to apply their academic knowledge to actual work scenarios.
- 2. Skill Development:** Interns acquire and develop valuable skills relevant to their chosen career path, including technical, soft, and industry-specific skills.
- 3. Networking Opportunities:** Interns have the chance to build a professional network by connecting with colleagues, mentors, and industry professionals, which can be beneficial for future job searches.
- 4. Resume Enhancement:** Internship experience adds credibility to a resume, making candidates more attractive to potential employers. It demonstrates a commitment to their chosen field.
- 5. Career Exploration:** Internships help individuals gain insight into whether a particular career or industry aligns with their interests and goals, potentially saving them from pursuing the wrong career path. (Better Job Stability & Refine Career Goals)

6. Mentorship: Many internships offer mentorship programs, providing guidance and advice from experienced professionals, which can be invaluable for personal and professional growth.
7. Increased Confidence: Internships boost interns' self-confidence by allowing them to tackle real challenges and responsibilities, helping them feel more prepared for future career roles.
8. References and Recommendations: A successful internship can lead to strong recommendations and references from supervisors, which can be influential when applying for jobs.
9. Community Engagement: Hosting internships can foster positive relationships with educational institutions and the local community, showcasing a commitment to workforce development.
10. Communication skills
11. Organizational skills
12. Leadership skills.
13. Internship Certificate.
14. Gift Vouchers
15. Provide health Insurance Policy for 6 month.

Contact details to connect with respective team members.

Thanks & Regards, Do Little Technologies Pvt Ltd +917066678774/+917680801074
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Job Title : Digital Marketing
Designation : Trainee
Experience : 0 - 2 Years
Age : 20 to 35 Age
Salary Range : Based on Performance
Vacancy : 10
Posted Date : 11.26.2025
Last Date to Apply : 12.31.2026