



Submitted by
Alishba Qadeer

Submission Date
23-10-2025

Task 1: Recruitment and Job Description

1. Job Title: Digital Marketing Specialist

Job Description:

We are seeking a creative and data-driven **Digital Marketing Specialist** to join our growing marketing team. The ideal candidate will be responsible for planning, implementing, and optimizing online marketing campaigns across various digital channels to increase brand awareness, engagement, and lead generation.

Department: Marketing

Location: Remote / On-site (as per company policy)

Job Type: Full-Time

Key Responsibilities:

- Develop and execute digital marketing campaigns (Google Ads, Facebook, LinkedIn, etc.).
- Optimize website content, SEO, and landing pages for search engine visibility.
- Manage social media platforms, schedule posts, and engage with followers.
- Analyze marketing performance using tools like Google Analytics, SEMrush, etc.
- Monitor trends in digital marketing, staying up-to-date with new tools and best practices.
- Collaborate with content, design, and sales teams to align campaign goals.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, Communication, or related field.
- Google Ads and/or HubSpot certifications are a plus.
- 1–3 years of experience in digital marketing or a related role (internships count).

Required Skills:

- Proficiency in SEO, SEM, email marketing, and content marketing.
- Strong analytical skills and experience with tools like Google Analytics, Meta Ads Manager.

- Basic graphic design skills using Canva or Adobe tools.
- Excellent communication and time management skills.
- Ability to manage multiple projects simultaneously and meet deadlines.

2. Job Title: Software Developer

Job Description 1: Software Developer

Responsible for designing, developing, and maintaining software applications using languages like Java, Python, or JavaScript. Collaborates with cross-functional teams to deliver efficient, scalable, and secure software solutions.

Department: Technology / IT

Location: Remote / On-site

Job Type: Full-Time

Job Responsibilities:

- Write clean, scalable, and maintainable code using programming languages like Java, Python, or JavaScript.
- Debug and resolve technical issues in existing applications.
- Collaborate with cross-functional teams (Design, QA, Product) to deliver high-quality software.
- Participate in code reviews to ensure best practices.
- Integrate APIs and third-party services into applications.
- Stay updated with emerging technologies and frameworks.

Qualifications:

- Bachelor's degree in Computer Science, Engineering, or related field.
- Internship or 0–2 years of experience in software development is preferred.
- Knowledge of data structures and algorithms.

Required Skills:

- Proficiency in at least one programming language (Java, Python, C++, etc.).
- Familiarity with web technologies: HTML, CSS, JavaScript, React or Angular.
- Knowledge of version control tools (e.g., Git).
- Problem-solving and logical thinking abilities.
- Strong teamwork and communication skills.

3. Job Title: HR Executive**Job Description:**

Responsible for managing recruitment, onboarding, employee records, and supporting HR operations. Ensures smooth execution of HR policies, compliance, and employee engagement activities.

Department: Human Resources

Location: Remote / On-site

Job Type: Full-Time

Job Responsibilities:

- Handle end-to-end recruitment process including sourcing, screening, and scheduling interviews.
- Assist with onboarding and offboarding processes.
- Maintain and update employee records in HR systems.
- Support payroll and attendance tracking.
- Organize employee engagement activities and handle grievance redressal.
- Ensure compliance with HR policies and labor laws.

Qualifications:

- Bachelor's degree in Human Resources, Business Administration, or related field.
- MBA in HR is preferred.
- Prior internship or work experience in HR is an advantage.

Required Skills:

- Excellent communication and interpersonal skills.
- Familiarity with HRMS tools (e.g., Zoho People, Keka, SAP HR).
- Ability to maintain confidentiality and handle sensitive information.
- Organizational and time-management skills.
- Knowledge of labor laws and HR practices.