



AMCA

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**FTA APPROVED TAX AGENCY
MINISTRY OF ECONOMY APPROVED AUDITOR**

ROLES AND RESPONSIBILITIES

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PRIVATE & CONFIDENTIAL

Date : 28-Nov-2023

Name : Ms. AnJu Sara Kудuvallappil Kудuvallappil Nattuvayal

JOB TITLE: Web Developer

PASSPORT NO: W656577

REPORTING TO:

OverView

Please find the ROles and Responsibilties for you .

Roles and Responsibilities

Developing Digital Marketing Strategies: Creating and executing comprehensive digital marketing strategies aligned with business goals, including campaigns for various digital channels like social media, email, SEO, PPC, etc.

Content Creation and Management: Producing engaging content for different digital platforms, overseeing content calendars, managing blogs, website content, and ensuring content optimization for SEO.

Social Media Management: Managing and maintaining the company's social media presence, developing social media strategies, creating engaging posts, monitoring engagement, and analyzing performance metrics.

SEO and SEM: Implementing SEO strategies to improve website visibility and rankings on search engines. Managing PPC campaigns, optimizing ad campaigns, and analyzing ad performance.

Email Marketing: Planning, executing, and optimizing email marketing campaigns. Creating targeted email lists, designing email templates, and analyzing campaign performance.

Analytics and Reporting: Monitoring and analyzing digital marketing metrics using tools like Google Analytics or other analytics platforms. Generating reports to track the effectiveness of campaigns and providing insights for optimization.

Collaboration and Coordination: Working closely with other teams (such as design, sales, and product teams) to align marketing strategies with overall business objectives. Collaborating on cross-functional projects and initiatives.

Staying Updated: Keeping up-to-date with industry trends, digital marketing tools, and emerging technologies to implement innovative strategies.

These responsibilities may vary depending on the company's specific needs, industry, and the level of the Digital Marketing Specialist role.

Sincerely Yours,

Accepted By,



(Sign)

Name

Passport Number

Date

Ms. AnJu Sara Kuduvalappil
Kuduvalappil Nattuvayal

: W656577

: 07-Dec-2023

(Sign and Company Seal)

Name : Mr. Ejaz Alam
Designation : HOD HR
Date : 07-Dec-2023