

ROLES AND RESPONSIBILITIES OF DIGITAL MARKETING

1. Social Media Management

- Assist in managing and scheduling posts across Instagram, LinkedIn, and YouTube
- Create content ideas for reels, carousels, and stories to promote internships and courses
- Monitor platform engagement (likes, comments, DMs) and support community interaction

2. Content Planning & Execution

- Collaborate with the content and design team to draft campaign calendars
- Help in producing written and visual content for upcoming masterclasses, events, and partnerships

3. SEO & Website Optimization

- Conduct keyword research and assist in writing SEO-friendly blogs and website content
- Update website banners, landing pages, or course listings as required

4. Email & WhatsApp Campaigns

- Assist in drafting and sending out bulk emails/WhatsApp messages for lead nurturing
- Track open rates, click-throughs, and overall engagement performance

5. **Paid Ads Support**

- Learn and assist in running basic ad campaigns on Instagram or Google if applicable
- Monitor ad performance and suggest minor tweaks under supervision

6. **Analytics & Reporting**

- Track performance of posts, reels, and email campaigns using tools like Meta Insights, Google Analytics, etc.
- Submit weekly reports with key observations and suggestions for improvement

7. **Event Promotions**

- Design and run countdowns, highlights, and post-event wrap-ups for webinars, career guidance sessions, and masterclasses
- Support lead collection and conversion efforts through digital channels