



**FOOT ON SHOES**  
HANDCRAFTED SINCE 1981

## ABOUT:

In 1981, Foot On Shoes was founded by Mr RP Joshan and Mr Sunil Joshan. A family owned business of over four decades, Foot On Shoes is among the top manufacturers of premium women footwear in Agra, India. The company brings to shoe making a powerful blend of latest technology, design trends, finest materials, manufacturing excellence and sustainable processes.

Under the leadership of Mr. Sumit Joshan, Managing Director, the company has further cemented its position as a leading supplier of women's shoes across European, North American and other global markets.

## Retail Brand Division:

Black Tulip is a D2C platform founded by Sonam and Emily, to offer a characterful alternative to the current landscape with the aim of making seasonless luxury collections. We design and craft our unique pieces, inspired by nature and capturing the personality of our bohemian spirit, with the desire for more natural materials and better quality. Launching with the foundation of our carefully curated footwear collection, with our fuller all encompassing lifestyle collections to follow when we're ready to present the next phase.

**Website:** <https://blacktulipstudio.com/>

**Instagram:** [blacktulipstudio.com](https://blacktulipstudio.com/)

## VISION:

First Choice for women footwear to top Global Brands, delivered through 'Smart Factory' that fosters Trust & Transparency.

**Role outline:** Blacktulip is seeking highly skilled and motivated individual to join our team as a Web Developer, SEO Specialist, and Digital Marketing Specialist. The ideal candidate will have expertise in website development, search engine optimization (SEO), and digital marketing strategies. This role requires a strong understanding of current web development technologies, SEO best practices, and digital marketing techniques.

## Key Responsibilities:

### Web Developer:

- Design, develop, and maintain responsive websites and web applications. Collaborate with cross-functional teams to translate business requirements into user-friendly, visually appealing websites.
- Ensure website performance, scalability, and functionality. SEO Specialist:
- Conduct keyword research and analysis to guide content creation and optimization strategies. • Implement on-page and off-page SEO techniques to improve website visibility and search engine rankings.
- Monitor website performance using SEO tools and analytics platforms.
- Stay updated with industry trends and search engine algorithm changes to adapt SEO strategies accordingly.



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### Digital Marketing Specialist:

- Plan and execute digital marketing campaigns across various platforms, including social media, email, and paid advertising.
- Analyze campaign performance metrics and provide insights for continuous improvement.
- Create engaging and persuasive content for digital marketing materials.
- Collaborate with internal teams to integrate digital marketing efforts with overall marketing strategies.

### Qualifications:

- Bachelor's degree in Computer Science, Marketing, or related field.
- Proven experience in web development, SEO, and digital marketing.
- Proficiency in programming languages such as HTML, CSS, JavaScript, and knowledge of CMS platforms (e.g., WordPress).
- Familiarity with SEO tools (e.g., Google Analytics, SEMrush, Moz) and digital marketing platforms (e.g., Google Ads, Facebook Ads).
- Strong analytical skills and ability to interpret data to make informed decisions.
- Excellent communication and teamwork skills.

### Company Links and work:

- Official mail id: [jobs@fos.co.in](mailto:jobs@fos.co.in)
- Website: [www.fos.co.in](http://www.fos.co.in)
- LinkedIn: [foot-on-shoes](https://www.linkedin.com/company/foot-on-shoes)

### How to Apply:

- Interested candidates are invited to submit their resumes along with a cover letter.
- Blacktulip (Foot On Shoes) is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.
- We look forward to welcoming talented and enthusiastic marketers.



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