

# Advaithaa Infra – Job Description

## Digital Marketing Executive

**Department:** Sales & Marketing

**Reports To:** Sales & Marketing Manager

**Location:** Corporate Office (with site/project coordination as required)

**Employment Type:** Full-time

## 1. Role Overview

The **Digital Marketing Executive** drives Advaithaa Infra's digital presence and lead generation strategy by planning, executing, and optimizing digital marketing campaigns across multiple channels. This role is critical for building brand awareness, generating qualified leads, and supporting sales efforts in the competitive infrastructure and real estate sector. The position requires a blend of creativity, analytical thinking, and technical proficiency to deliver measurable marketing results aligned with company values of **Integrity, Commitment, and Growth.**

## 2. Key Responsibilities

### A. Digital Campaign Planning and Execution

- Plan and execute integrated digital campaigns across social media (Instagram, Facebook, LinkedIn), Google Ads, and real estate portals to drive brand visibility and lead generation
- Develop campaign strategies tailored to infrastructure and real estate audiences, including project-based promotions, property launches, and investment opportunities
- Coordinate with creative agencies and internal teams for ad design, video production, graphics, and content creation
- Ensure campaigns align with project timelines and business objectives

### B. Website Optimization and Lead Generation

- Optimize website content, landing pages, and user experience for SEO and conversion rate optimization
- Implement tracking mechanisms (Google Analytics, conversion tracking, UTM parameters) to measure campaign performance

- Manage and improve lead capture forms, qualification processes, and lead handoff to sales team
- Monitor and improve website technical SEO, site speed, and mobile responsiveness

## **C. Paid Advertising Management**

- Manage Google Ads (Search, Display, YouTube) and Meta (Facebook, Instagram) advertising campaigns with focus on cost-per-lead optimization
- Monitor ad spend, analyze performance metrics (CPL, conversion rate, ROAS), and optimize campaigns for better efficiency
- Conduct A/B testing on ad creatives, copy, targeting, and landing pages to improve campaign ROI
- Maintain advertising budgets and provide regular performance reports to management

## **D. Lead Tracking and Analytics**

- Track daily lead flow across all digital channels and provide weekly/monthly performance reports to management and sales team
- Analyze campaign data to identify trends, opportunities, and areas for optimization
- Prepare management dashboards and KPI reports showcasing lead volume, cost per lead, conversion rates, and campaign ROI
- Provide insights and recommendations for campaign improvement based on data analysis

## **E. Content Marketing and Social Media Management**

- Develop and manage content strategies including blog posts, videos, case studies, and project showcases
- Create and schedule regular social media posts and stories highlighting company projects, achievements, and thought leadership
- Maintain brand consistency and tone across all digital channels
- Engage with followers, respond to inquiries, and build online community
- Support email marketing campaigns, newsletters, and promotional activities

## **F. CRM and Marketing Automation**

- Work with CRM and marketing automation platforms to segment leads, nurture prospects, and track customer journey
- Set up automated workflows for lead scoring, follow-ups, and email campaigns
- Ensure accurate data entry and maintenance of lead information in CRM systems
- Collaborate with sales team on lead qualification and handoff processes

## G. Brand and Reputation Management

- Monitor online brand reputation and respond to customer inquiries and feedback on digital channels
- Track brand mentions and sentiment across social media and review platforms
- Address negative feedback professionally and escalate critical issues to management
- Support crisis communication and reputation recovery when needed

## H. Vendor and Agency Coordination

- Coordinate with external agencies, freelancers, and vendors for specialized services (video production, design, SEO, paid media management)
  - Manage vendor timelines, deliverables, and quality standards
  - Evaluate vendor performance and provide feedback for continuous improvement
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## 3. Key Skills and Competencies

- **Digital Marketing Tools:** Proficiency in Google Analytics, Google Ads Manager, Meta Ads Manager, SEO tools (SEMrush, Ahrefs), and email marketing platforms
  - **Data Analysis:** Strong analytical mindset with ability to track metrics, interpret data, and drive decision-making
  - **Content Creation:** Ability to create or brief engaging digital content including copy, graphics, and videos
  - **Project Management:** Excellent organizational skills to manage multiple campaigns and deadlines simultaneously
  - **Communication:** Strong written and verbal communication skills for team coordination and client/vendor interactions
  - **Technical Knowledge:** Basic understanding of HTML, tracking codes, and website technology; experience with CRM and marketing automation tools
  - **Strategic Thinking:** Ability to align digital initiatives with business goals and identify growth opportunities
  - **Problem-Solving:** Creative and analytical approach to overcoming campaign challenges and optimizing performance
  - **Attention to Detail:** Precision in campaign setup, data tracking, and reporting to ensure accuracy and quality
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## 4. Qualifications and Experience

- **Education:** Bachelor's degree in Marketing, Mass Communication, Advertising, Digital Media, or related field

- **Experience:** 1–3 years of digital marketing experience, preferably in real estate, infrastructure, or construction sectors
  - **Certifications (Preferred):** Google Ads Certification, Google Analytics Certification, or Social Media Marketing certification
  - **Technical Skills:** Proficiency in MS Office and Google Workspace; familiarity with CMS, HRMS, or marketing automation tools is an added advantage
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## 5. Work Conditions and Growth Path

- **Work Schedule:** Monday to Saturday (2<sup>nd</sup> and 4<sup>th</sup> Saturday Half days).
  - **Location:** Advaithaa Infra Corporate Office, Hyderabad (with occasional project site visits)
  - **Travel:** Occasional travel to project sites for promotional events and brand activations
  - **Career Progression:** Eligible for promotion to **Digital Marketing Manager** or **Head – Marketing** based on campaign results, strategic contributions, and leadership capability
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## 6. Compensation and Benefits

- Competitive fixed salary as per industry standards and experience level
  - **Performance-based incentives** tied to lead generation targets and campaign ROI
  - Professional development opportunities and training support for certifications
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## 7. Core Values and Personal Attributes

Every marketing initiative at Advaithaa Infra must reflect:

- **Integrity** – Honest representation of projects and properties; ethical marketing practices and transparency in all communications
- **Commitment** – Dedication to achieving lead generation targets and campaign objectives; consistent effort toward business growth
- **Growth** – Continuous learning and innovation in digital marketing practices; proactive contribution to team and company development

**Additionally, the ideal candidate will demonstrate:**

- Creative and analytical thinking with data-driven approach
- Passion for digital innovation and emerging marketing trends
- Ability to work collaboratively with sales, project, and internal teams

- Flexibility and adaptability to changing market conditions and campaign needs