

# Hiring Requirement

## Digital Marketing Specialist

**Position:** Digital Marketing Specialist

**Type:** Full-time (after 3-month internship/probation)

**Stipend for Internship/Probation Period:** ₹20,000 per month

**CTC Post-Internship:** ₹4,80,000 per annum

**Joining Date:** 10th November

**Location:** Remote

**Experience Required:** 1+ Years

### About StackWalls:

StackWalls is a next-generation freelancing marketplace designed to bridge the gap between clients and highly skilled, hand-vetted freelancers. We provide businesses with access to a curated pool of top-tier talent across a wide spectrum of industries, ensuring that every project benefits from expertise, precision, and commitment.

What sets StackWalls apart is our rigorous vetting process, which guarantees that only the most reliable and talented professionals join our platform. We focus on delivering high-quality outcomes by matching clients with freelancers based on their specific needs, industry expertise, and project requirements. This ensures that projects are not only completed on time but also exceed expectations in terms of quality and innovation.

Beyond just a freelancing platform, StackWalls is building a thriving community centered around long-term growth and collaboration. We are dedicated to fostering relationships that enable businesses to scale, freelancers to grow their careers, and startups to access the talent they need to thrive. Our platform offers personalized support, a project management framework, and a range of services tailored to both short-term tasks and ongoing partnerships.

At StackWalls, we're more than just a marketplace—we're building an ecosystem where talent meets opportunity, enabling freelancers and businesses alike to achieve their full potential.



**About the Role:**

- We are looking for an enthusiastic Digital Marketing Specialist to join our team. The role will begin as a 3-month internship/probation, offering you the opportunity to learn and grow while adapting to StackWalls' working environment. Following the probation period, the role will transition into a full-time position with an attractive salary package.
- As the Digital Marketing Specialist, you will be responsible for developing and implementing digital marketing strategies to drive traffic, engagement, and leads, as well as increase brand awareness for StackWalls. You will be working closely with our team to craft and execute marketing campaigns across various digital channels.

**Key Responsibilities:**

- Develop, implement, and manage marketing campaigns that promote the services of StackWalls.
- Optimize content for various digital platforms including websites, social media, and email marketing.
- Manage social media channels and work on content ideation and execution to increase engagement.
- Conduct market research and competitor analysis to identify trends, target audience preferences, and opportunities for growth.
- Create, manage, and optimize paid advertising campaigns (Google Ads, Facebook Ads, etc.).
- Monitor and analyze performance metrics (traffic, engagement, conversions) and report on the effectiveness of digital marketing strategies.
- Collaborate with the content team to produce high-quality SEO-driven content (blogs, articles, social media posts).
- Perform keyword research and optimize website and content for SEO to increase organic traffic.
- Explore new digital growth channels and continuously improve strategies for maximum impact.

**Requirements**

- Experience: Minimum 1 year of hands-on experience in digital marketing (internships or full-time).
- Strong understanding of current digital marketing concepts, strategy, and best practices.
- Familiarity with all major digital marketing tools and platforms (Google Analytics, Google Ads, Facebook Ads Manager, MailChimp, etc.).
- SEO knowledge is a must—experience with keyword research, content optimization, and backlink strategies.
- Proven experience managing social media channels (LinkedIn, Instagram, X, etc.).
- Experience in managing paid marketing campaigns (PPC, social media ads).



- Basic knowledge of graphic design tools like Canva, Adobe Photoshop, or similar tools is a plus.
- Excellent written and verbal communication skills.
- Strong analytical and project management skills.
- Ability to work independently, manage multiple projects, and meet deadlines

**What We Offer**

- Opportunity to work remotely with a dynamic and growing team.
- Potential for long-term growth within the company.
- Competitive salary with structured increments.
- Flexible working hours.
- A chance to shape and influence the digital marketing strategy of an emerging platform.