

Job Notification Form, IIT Delhi

Company Overview

Name: Testbook Edu. Solutions.
Website: www.testbook.com
Company Type: Other (NA)
Description: <https://testbook.com/about-us>

Job Details

Designation: Digital Marketing Manager

Type: Management

Place of Posting: Navi Mumbai

Job Details: Job Description
As Digital Marketing Manager, you will play a key role to reach out to the next billion users and engage them creatively on all digital marketing channels. You will work closely with the Marketing Head and the Marketing Team.

Roles and Responsibilities

- Plan and execute creative and innovative Social Media Marketing Campaigns (FB, Twitter, etc.) in coordination with graphic designers and marketing managers
- Devise and execute targeted Email/SMS/Push Marketing campaigns
- Coordinate with Content Marketing and Product Team for Search Engine Optimization targeting all relevant keywords
- Optimize paid marketing: Google Adwords and Facebook Ad Marketing
- Track and analyze the performance of various marketing campaigns and iterate to spur growth and engagement.
- Research and stay updated with the latest trends in online marketing

An ideal candidate would have

- Passion for marketing and brand building
- Creativity to come-up with new ideas and boldness to execute the innovative ideas
- Discipline to execute various campaigns effectively
- Strong analytical skills to monitor campaigns and achieve desired results
- Prior experience and training in online marketing, branding, social media marketing and copywriting are desirable.

Joining By: 6 June 2022

Salary Details

| | |
|---------------------|---|
| CTC: | 1,100,000 INR Per Annum |
| Gross: | 978,400 INR Per Annum |
| CTC Breakup: | 10LPA (Fixed) + 1L (Annual Performance Bonus) |

Selection Process

| | |
|----------------------------|-----|
| Resume Shortlist: | Yes |
| Written Test: | No |
| Online Test: | Yes |
| Group Discussion: | No |
| Medical Test: | No |
| Personal Interview: | Yes |
| No. of Rounds: | 2/3 |
| No. of Offers: | 5 |

Eligibility

| | |
|-------------------------|----|
| Recruiting PHDs: | No |
|-------------------------|----|

| | |
|------------------------------|---|
| Eligible Departments: | B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, M.Tech in Applied Optics, M.Tech in Atmospheric-Oceanic Science and Technology, M.Tech in Biomedical Engineering, M.Tech in Chemical Engineering, M.Tech in Communications Engineering, M.Tech in Computer Science & Engineering, M.Tech in Computer Technology, M.Tech in Construction Engineering & Management, M.Tech in Control & Automation, M.Tech in Energy & Environment Technologies and Management, M.Tech in Energy Studies, M.Tech in Engineering Analysis & Design, M.Tech in Environmental Engineering & Management, M.Tech in Fibre Science & Technology, M.Tech in Geotechnical and Geoenvironmental Engineering, M.Tech in Industrial Engineering, M.Tech in Industrial Tribology & Maintenance Engineering, M.Tech in Instrument Technology, M.Tech in Integrated Electronics & Circuits, M.Tech in Materials Engineering, M.Tech in Mechanical Design, M.Tech in |
|------------------------------|---|

Molecular Engineering: Chemical Synthesis & Analysis, M.Tech in Optoelectronics & Optical Communication, M.Tech in Polymer Science & Technology, M.Tech in Polymer Science and Technology, M.Tech in Power Electronics, Electrical Machines & Drives, M.Tech in Power Systems, M.Tech in Production Engineering, M.Tech in Radio Frequency Design & Technology, M.Tech in Rock Engineering & Underground Structures, M.Tech in Solid State Materials, M.Tech in Structure Engineering, M.Tech in Telecommunication Technology & Management, M.Tech in Textile Chemical Processing, M.Tech in Textile Engineering, M.Tech in Thermal Engineering, M.Tech in Transportation Engineering, M.Tech in VLSI Design Tools & Technology, M.Tech in Water Resources Engineering, M.Sc in Chemistry, M.Sc in Cognitive Science, M.Sc in Economics, M.Sc in Mathematics, M.Sc in Physics, B.Tech in Civil Engineering and M.Tech in Geotechnical and Geoenvironmental Engineering, B.Tech in Mechanical Engineering and M.Tech in Thermal Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering, M.S.(R) in Applied Mechanics, M.S.(R) in Biochemical Engineering and Biotechnology, M.S.(R) in Biological Sciences, M.S.(R) in Telecommunication Technology and Management, M.S.(R) in Civil Engineering, M.S.(R) in Chemical Engineering, M.S.(R) in Computer Science & Engineering, M.S.(R) in Electrical Engineering, M.S.(R) in Sensors, Instrumentation and Cyber-physical System Engineering, M.S.(R) in Automotive Research and Tribology, M.S.(R) in VLSI Design Tools and Technology, M.S.(R) in Mechanical Engineering, M.S.(R) in Materials Science and Engineering, M.S.(R) in Information Technology, M.B.A. (General), M.B.A. (with focus on Management Systems), M.B.A. (with focus on Telecommunication Systems management), M.B.A. (with focus on Part Time), Master of Design in Industrial Design, Master of Design in Industrial Design, Post Graduate Diploma for Visionary Leadership in Manufacturing, B.Tech in Civil Engineering and M.Tech in Water Resources Engineering