

PRYM Solutions Private Limited

About Us

Salam Kisan is a tech-enabled end-to-end agriculture platform that provides data-driven insights to increase productivity and profitability for farmers.

Vision: Driving rural communities towards resilience and sustainability

Mission: Transcending agriculture by bridging the fragmented agriculture value chain with data-driven insights, artificial intelligence, and end-to-end products and services.

Location

Nariman Point, Mumbai

Job Title

Digital Media Marketer

Job Description

We are seeking a talented and creative Digital Media Marketer to join our marketing team. The Digital Media Marketer will be responsible for developing and executing digital marketing strategies to drive brand awareness, engagement, and lead generation. The ideal candidate should have a strong understanding of various digital marketing channels, excellent communication skills, and a passion for staying updated with the latest trends in digital marketing.

Responsibilities:

- Plan and execute digital marketing campaigns across various platforms, including social media, email marketing, content marketing, and paid advertising.
- Develop and implement strategies to increase website traffic, engagement, and conversions.
- Create and manage engaging content for social media platforms, blogs, email newsletters, and other digital channels.
- Monitor and analyze key performance indicators (KPIs) to measure the effectiveness of digital marketing efforts.
- Conduct market research and competitor analysis to identify opportunities and trends in the industry.
- Collaborate with the marketing team to align digital marketing initiatives with overall marketing goals.
- Stay updated with industry trends and best practices in digital marketing to drive continuous improvement.
- Utilize SEO best practices to optimize website content and improve organic search rankings.

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- Manage and optimize paid advertising campaigns on platforms like Google Ads, Facebook Ads, and LinkedIn Ads.
- Utilize marketing automation tools to segment and target audiences for personalized marketing campaigns.
- Develop and maintain strong relationships with influencers, partners, and online communities to enhance brand visibility.
- Monitor and respond to customer feedback and inquiries on social media platforms and other digital channels.
- Provide regular reports and insights on the performance of digital marketing efforts to the management team.
- Collaborate with the design team to create visually appealing and engaging digital assets.

Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven work experience as a Digital Media Marketer or in a similar digital marketing role.
- Strong understanding of digital marketing channels, including social media, email marketing, content marketing, SEO, and paid advertising.
- Proficiency in using digital marketing tools, analytics platforms, and marketing automation software.
- Excellent written and verbal communication skills.
- Analytical mind-set with the ability to interpret data and draw actionable insights.
- Creative thinking and a passion for innovative digital marketing strategies.
- Strong project management skills and the ability to handle multiple tasks simultaneously.
- Knowledge of graphic design and video editing is a plus.

Remuneration

2.5 – 3 LPA (based on experience and performance evaluation during an interview).

Communication Details

Qualified candidates can send their resumes in confidence to hrdesk@salamkisan.com