



Digital Marketing Executive (Internship)

Job Description

As an Internship Digital Marketing Executive in Esmond Marketing Department, you will be part of a dynamic team responsible for promoting our IT services and solutions through digital channels. You will assist in creating, implementing, and monitoring digital marketing campaigns to enhance our online presence and engage our target audience. This internship offers hands-on experience in the field of digital marketing and provides a valuable opportunity to learn and contribute to our marketing initiatives.

Responsibilities:

- Collaborate with the marketing team to develop and execute digital marketing strategies.
- Assist in planning and creating content for social media, website, and other online platforms.
- Manage and update the company's social media profiles and engage with followers.
- Monitor and analyze website traffic, engagement metrics, and campaign performance.
- Assist in creating and managing email marketing campaigns.
- Conduct keyword research for search engine optimization (SEO) purposes.
- Support the coordination of webinars, online events, and promotions.
- Assist in writing and editing blog posts, articles, and marketing materials.
- Keep up-to-date with digital marketing trends and suggest innovative ideas.
- Learn and utilize digital marketing tools and platforms effectively.

Requirements:

- Enrolled in any relevant program.
- Strong interest in digital marketing and technology-related services.
- Excellent written and verbal communication skills.
- Basic understanding of social media platforms and content creation.
- Familiarity with email marketing platforms and campaign management.
- Analytical mindset with the ability to interpret data and draw insights.
- Creative thinking and the ability to generate engaging content ideas.
- Basic knowledge of SEO principles and practices.
- Proficiency in using Microsoft Office applications (Word, Excel, PowerPoint).
- Ability to work collaboratively in a team-oriented environment.
- Eagerness to learn and stay updated with the latest digital marketing trends.
- Previous experience with digital marketing tools or campaigns is a plus.

Benefits:

- Hands-on experience in digital marketing campaigns and strategies.
- Exposure to the IT industry and technology-related services.
- Mentorship and guidance from experienced marketing professionals.
- Opportunity to enhance digital marketing skills and learn from real-world projects.
- Possibility of extending the internship or being considered for future marketing opportunities.

If you are passionate about digital marketing, technology, and eager to gain practical experience in a dynamic marketing team, we encourage you to apply for our Internship Digital Marketing Executive position. This is a fantastic opportunity to explore the intersection of marketing and technology while contributing to our efforts to connect with our target audience through digital channels.