



VicenteFerrer

Rural Development Trust

Job Title: DIGITAL MARKETING OFFICER

Location: Anantapur and remotely

Reporting to: Communications Manger

Deadline: Open until filled

Responsibilities

- Contribute in the implementation of marketing strategies.
- Plan advertising and promotional campaigns for products or services on a variety of media as per the request of Communications Department.
- Liaise with stakeholders and agencies to promote success of activities and enhance the company's presence in the field of digital marketing.
- Prepare content for the publication of digital marketing materials
- Conduct market research to identify opportunities for promotion and growth
- Collaborate with managers in preparing budgets and monitoring expenses and track results.

Requirements

- BSc/BA in marketing, business administration, communications or relevant field.
- Proven experience as marketing officer or similar role.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Understanding of SEO and web traffic metrics.
- Good understanding of social media KPIs
- Solid knowledge of marketing techniques and principles.
- Good understanding of market research techniques, statistical and data analysis methods.
- Excellent organizational and multi-tasking skills.
- Excellent written and verbal communication skills in English and Telugu.
- Creativity and commercial awareness.
- Strong copywriting and content creation skill.
- Team player. Interest in development and/or humanitarian affairs.

Application process

Write to us at information@rdt.co.in with the subject line "Digital Marketing Officer".
The application must include:

- Cover letter outlining relevant experience, skill set and ideas for social media.
- Resume/ CV.
- Portfolio of previous social media work.

Due to the volume of applications received, only shortlisted candidates will be contacted. We will not be able to respond to emails or phone calls regarding the status of your application.