

Notice for Placement

Job opportunity for Marketing students.

Company Name:- **Hmsa Consultancy Services LLP**

Position:- **Digital Marketing Executive**

Company Website:- <https://hmsaconsultancy.com/>

Work Location:- **Goregaon West**

Company Profile: Hmsa Consultancy Services LLP is a Strategy and Management Consulting firm providing services across 3 services lines viz. Strategic Planning, Performance Improvement and Transaction Support.

Job Profile / Responsibilities:

Undertake digital marketing for the firm

- Plan and execute all digital marketing, including SEO/SEM, Social media marketing, email marketing
- Perform Search Engine Optimization on a continuous basis
- Identification and listing of trending topics/ keywords relevant to our existing / proposed businesses
- Designing and creating blog posts, articles, mailers, newsletters
- Assist in providing background research, design, and any other inputs required for writing articles, blog to our team
- Design and create corporate services brochures
- Understanding and efficiently executing email marketing by releasing Mailers/ Newsletters
- Design, create posts, advertisements for different service offerings, job openings and publishing them on the Firm's page and different groups on LinkedIn to advertise and increase engagement with potential customers
- Launch optimized online adverts leveraging Google AdWords, AdSense, LinkedIn, Facebook, and Instagram etc.
- Conduct Digital Marketing Audit by undertaking SEO and website audit, content marketing audit and social media marketing audit
- Acquire insight in online marketing trends and support organizational strategy

Key Skills:

- Excellent written & verbal communication skills, including technical writing skills

- Should be adept at using Quora, LinkedIn, Facebook, Instagram for social media marketing
- Should be adept at using different analytical tools like Google Analytics, Web Trends, and many other tools to measure performance of digital marketing efforts
- Complete conversance with use of computers, especially - MS Word, Excel, PowerPoint, Outlook etc.

Required Qualification: Graduate + Diploma / PG in Marketing / Digital Marketing.

Experience: 2 – 3 years of experience in Marketing, Digital Marketing, SEO, Social Media Marketing

Other / Special Requirements: None

Remuneration: For experienced (2-3 years) candidates: INR 1.8 Lakhs to 2.40 Lakhs per annum. (negotiable)

For fresh candidates: INR 1.2 Lakhs to 1.8 Lakhs per annum.

Performance linked incentive as per the policy of the firm.

Interested Candidates can send their resume on below mention email id at the earliest:-

Contact Person: - Sheetal Panchal

Email id: - sheetal@hmsaconsultancy.com / careers@hmsaconsultancy.com

Contact no: - 9967886056

Corporate Office: 803, Wallfort House, S.V. Rd., Goregaon West. Mumbai 400104.

Google maps: <https://g.page/hmsa-consultancy-services?share>