



**WORLDWIDE™**  
**TRANSCRIPTS**  
*Worldclass Services, World-class Trust*

**Job Description**

<b>Designation:</b>	Digital Marketing Lead	<b>Job Location:</b>	Raipur
<b>Department:</b>	Transcript Services	<b>Grade/ Level:</b>	Level 2/3
<b>Reporting To:</b>	Dept. Team Lead	<b>Direct Reportees:</b>	2-3

**About Worldwide Transcripts**

Worldwide Transcripts is a major contributor in the immigration and documentation space by making it easy for people to get and deliver the documents they need to move internationally for higher education, job/permanent residency. Originally based in India with headquarters launching soon in Canada, we are growing quickly, with more than 2X growth year on year, set to become the largest in our category by 2025.

Our unique customer acquisition model quickly leverages partnerships with accrediting organizations who want to procure documents electronically, with key examples including secured partnerships with ECE (USA Credential Evaluation) and CES (University of Toronto), and MOUs signed with several others.

In addition to our proven physical and digital e-logistics, from individual-to-individual or individual-to-organization, we are also beta testing a digital depository for all documents: a digital, untampered, verified database. This AI-embedded depository works on block chain technology and is process automation enabled, delivering a single format for ease of evaluation for organizations requesting documents.

**Purpose Of The Position:**

The digital marketing lead is in charge of planning and managing marketing campaigns that promote a company's brand, products, and services. His/her duties include planning campaigns, analyzing metrics, and identifying trends. They must have experience in art direction and social media.

<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns</li> <li>• Design, build and maintain our social media presence</li> <li>• Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)</li> <li>• Identify trends and insights, and optimize spend and performance based on the insights</li> <li>• Brainstorm new and creative growth strategies.</li> <li>• Plan, execute, and measure experiments and conversion tests.</li> <li>• Collaborate with internal teams to create landing pages and optimize user experience.</li> <li>• Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.</li> <li>• Instrument conversion points and optimize user funnels.</li> <li>• Collaborate with agencies and other vendor partners.</li> <li>• Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.</li> <li>• Responsible for developing and retaining a strong digital marketing team.</li> <li>• Responsible for maintaining KRA and the goals of the organization with reference to digital presence.</li> </ul>
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<b>Additional Responsibilities</b>	<ul style="list-style-type: none"> <li>• Troubleshooting of all IT-related and website activities.</li> <li>• To market research on the competitors and new players in the industry.</li> <li>• To strongly co-ordinate with operations team for any related information</li> <li>• To maintain a strong presence of the company on social media by attracting more positive feedback and reviews.</li> </ul>
<b>Desired Behavioral Skills:</b>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Disciplined, patient and systematic working style</li> <li>• Good listening, speaking, observing and writing skills</li> <li>• Quick learner.</li> </ul>

<b>Desired Skills:</b>	<ul style="list-style-type: none"> <li>• Excellent and Proven working experience in Digital Marketing tools.</li> <li>• Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.</li> <li>• Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.</li> <li>• Experience in optimizing landing pages and user funnels.</li> <li>• Solid knowledge of website analytics tools.</li> <li>• Experience in setting up and optimizing Google Adwords campaigns.</li> <li>• Working knowledge of HTML, CSS, and JavaScript development and constraints</li> <li>• Strong analytical skills and data-driven thinking</li> <li>• Up-to-date with the latest trends and best practices in online marketing and measurement</li> </ul>		
<b>Desired Personality Traits</b>	<ul style="list-style-type: none"> <li>• Proactive and smart</li> <li>• Strong personality to work under pressure</li> <li>• Rigorous Follow up attitude</li> <li>• Result oriented, never give up attitude</li> </ul>		
<b>Education:</b>	Any IT Graduate		
<b>Relevant Exp:</b>	3 to 5yrs in-line experience in Digital Marketing		
<b>CTC per annum:</b>		<b>Incentives:</b>	-
<b>Will travel?</b>	-	<b>Owns Vehicle:</b>	-
<b>Targets to be achieved FY 2022-2023</b>		<b>Age Preferred</b>	25 to 35Yrs
<b>Preferred</b>	Service Industry	<b>Other Preferences</b>	
<b>Gender:</b>	Male or Female	<b>Marital Status:</b>	Married/Unmarried
<b>Prepared By:</b>	Manager-Talent Acquisition /HR	<b>Date</b>	19-02-2022
<b>Approved By:</b>		<b>Date</b>	