

Job Description Template for

DIGITAL MARKETING EXECUTIVE

Job Title: Digital Marketing Executive

Industry: [Insert Industry – e.g., BFSI, ITeS, Healthcare, etc.]

Location: [Insert Location]

Salary Range: [Insert Salary]

Department: [Insert Department]

Work Hour Allocation: [Insert Details]

POSITION OVERVIEW

As a Digital Marketing Executive, you will execute marketing campaigns across digital channels, support online brand visibility, and contribute to lead generation. This role demands hands-on knowledge of digital tools, creativity, and an analytical mindset.

ABOUT THE ORGANIZATION

[Insert Industry-Specific Insights] [Customize this section with a company overview: mission, values, and relevance to the target industry such as BFSI, Healthcare, ITeS, etc. Highlight what sets the company apart.]

Level of Experience / Expertise Requirements

(Use as per requirement)

Entry Level (0–2 years): Support in content scheduling, social media posting, and basic analytics reporting.

Mid-Level (3–5 years): Campaign management, ad budget monitoring, SEO/SEM oversight, and email marketing.

Senior Level (6+ years): Digital strategy design, performance review, team mentoring, and marketing automation.

JOB PROFILE SPECIFIC QUALIFICATION

(Add more if required)

- Bachelor's degree in Marketing, Digital Media, or related field
- Hands-on experience with tools like Google Analytics, Ads Manager, and SEO tools
- Understanding of digital trends and campaign planning

ROLES AND RESPONSIBILITIES

(Use as per level of expertise you require)

- Create, edit, and schedule posts across social media platforms (Entry Level)
- Conduct keyword analysis and optimize website content (Entry Level)
- Run paid search and email campaigns with A/B testing (Mid-Level)
- Analyze user data and generate performance reports (Mid-Level)
- Develop landing pages and optimize conversion funnels (Mid-Level)
- Define digital marketing KPIs and align campaigns with business goals (Senior Level)
- Lead campaign strategy across search, social, and display (Senior Level)
- Supervise internal and agency collaboration for project execution (Senior Level)

Skills Required (Technical + Behavioral):

- Analytical mindset and detail orientation
- Familiarity with marketing platforms (e.g., Google Ads, Meta Ads, Mailchimp)
- Creativity in content and campaign ideation
- Time management and collaboration
- Communication and adaptability

ABOUT PMAPS

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