

Digital marketing executive (fresher)

Company: [Company name]

Location: [Location] | Work mode: [Work mode]

Employment type: Full-time | CTC: [CTC for the full-time role]

Joining: [Joining date] | Apply by: [Apply by]

About [Company name]

[About your company]

About the role

[Company name] is hiring a digital marketing executive for the [Team] team. You will do the routine work behind our online channels: updating website pages for search, scheduling social posts, sending email campaigns, tagging links so we can trace visitors and watching paid ads with a senior's guidance. Each week you will read our analytics and tell us what to change. We train you on our tools. You bring curiosity about what makes people click and care about getting details right.

What you will do

- Update page titles, headings, meta descriptions and internal links on website pages using the SEO checklist, and log each change in the tracker.
- Research keywords for the blog and landing-page topics your manager picks, and note the search intent behind each one in a sheet.
- Add approved UTM parameters to campaign links that send visitors to our website, follow the team's naming convention and check first whether the platform already tags them.
- Draft ad copy variations and set up search and social campaigns in the ad accounts under supervision; budgets and final approval stay with your manager.
- Check the ad accounts every day for budget pacing, disapproved ads and sudden jumps in cost per lead, and flag them early.
- Schedule posts from the content calendar, reply to comments and messages, and note the questions that keep coming up.
- Build email campaigns from templates, check the approved audience, unsubscribe link and test email, get approval before sending, and report clicks and conversions with any tracking limits noted.
- Make small edits to landing pages in the CMS and test the lead form after every change.
- Compile the weekly report from analytics and the ad accounts, covering visits by source, leads, spend and best-performing pages, with a few plain-language observations.
- Ask the sales team which sources send usable leads, and pass their feedback to your manager.

What we are looking for

- Can explain in simple words what search, paid and social channels are for and how they differ.
- Has opened and read an analytics report, on a course project, a blog or a club page, and knows what visits, clicks and conversions mean.
- Comfortable with spreadsheets and simple arithmetic such as cost per lead.
- Writes clean, error-free copy for ads, posts and emails in English and, where your audience needs it, Hindi or a regional language.
- Careful with links, tags, dates, spellings and budget limits.
- Can make a simple creative in a tool such as Canva.
- Reports results honestly, including the campaigns that did not work.

Good to have

- A course or certification in search, ads or analytics, backed by a practical project.
- A blog, channel or page you grew yourself, with notes on what you learned.
- Basic knowledge of WordPress or another CMS, and light HTML.
- Experience of running a small paid campaign, even a practice one.
- Familiarity with an email tool such as Mailchimp.
- Basic video editing for short social clips.

Who can apply

BBA, BMS, B.Com, BA (mass communication or journalism), BCA and MBA marketing freshers fit well, as do B.Tech graduates who have built a site or run a page. Look for practical channel work over the stream.

How to apply

Apply through this job post by [\[Apply by\]](#). Shortlisted candidates will hear from us about the next steps.

Digital marketing executive intern

Company: [Company name]

Location: [Location] | Work mode: [Work mode]

Employment type: Internship | Duration: [Internship duration] | Stipend: [Stipend for the internship]

Joining: [Joining date] | Apply by: [Apply by]

About [Company name]

[About your company]

About the role

[Company name] is looking for a digital marketing intern to support our online campaigns. You will schedule social posts, pull weekly numbers from analytics and the ad accounts, help with keyword research and test our website forms. A senior reviews your work every week. This suits a student who wants hands-on experience of how online marketing is planned, tracked and improved.

What you will do

- Schedule social posts from the content calendar after a senior has approved them.
- Copy weekly numbers from analytics, ad accounts and the email tool into the reporting sheet.
- Build keyword lists for blog topics and note the search intent of each.
- Check website pages for broken links, spelling mistakes and slow-loading images, and log them.
- Test lead forms and thank-you pages after every change and report anything that fails.
- Collect competitors' public posts and ads for the team to review.
- Draft captions and email subject lines for review.

What we are looking for

- A student in any stream; marketing, media and mass communication students are a common fit.
- Can share a course, personal or club project, including an unpublished sample, or complete a short practice task.
- Basic spreadsheet skills.
- Writes clearly, with few errors.
- Can give the hours the post asks for.

Who can apply

BBA, BMS, B.Com, BA (mass communication or journalism), BCA and MBA marketing freshers fit well, as do B.Tech graduates who have built a site or run a page. Look for practical channel work over the stream.

How to apply

Apply through this job post by [Apply by]. Shortlisted candidates will hear from us about the next steps.

Screening questions to add to your job post

1. **Which channel have you actually worked on, such as a page, a blog, an ad account or a newsletter? What changed because of your work?** Separates hands-on experience from course theory. A real answer names the channel, the change and how it was measured.
2. **A page gets more visitors but no more enquiries. Where would you look first?** Good answers check where the visitors came from, then the page, the form and the tracking, instead of blaming the ads at once.
3. **What do UTM tags do, and when would you add them?** Tracking is basic for this role. An applicant who cannot explain it will struggle with the weekly report.
4. **Which of these have you used: Google Analytics, Search Console, Meta Ads Manager, Canva, Mailchimp, WordPress? Say what you did in each.** Shows what training to plan, and the 'what you did' part filters out tools that are only listed on a CV.
5. **Share a public link or an unpublished sample of a post, ad, page or email you created, and say what you would improve. Remove any confidential details.** Shows practical writing and judgement without requiring published work or disclosure of a previous employer's material.
6. **What would you check before an email goes to our whole customer list?** Look for a test send, link checks, the right list and a clear subject line. It shows care with details that can embarrass a company.