DIGITAL MARKETING SPECIALIST (WFH)

(Job Description)

Brand Introduction (About TagHive)

TagHive Inc., incorporated on April 25, 2017, is a Samsung-funded education technology company with headquarters in South Korea and an office in India. Our vision is to be the learning platform of choice for all schools around the world.

Product Introduction (About Class Saathi)

Class Saathi is a low-cost unified platform that connects students, teachers, parents, and administrators to improve student's learning outcomes. The platform is a combination of a clicker for each student and an application for teachers, students/parents, and a dashboard for administrators. Most importantly, it does not require internet or electricity to function in classrooms.

Job Summary

To achieve Communication goals for TagHive/Class Saathi, a digital marketing specialist will be responsible to improve the visibility and ranking of the company website in search engine results. Use techniques such as keyword research and website optimization to drive more organic traffic to the site. You will also monitor and analyze the website's performance and make improvements as needed. The goal is to make the website easier to find for both users and search engines.

Responsibilities

1. Develop and implement an effective SEO strategy to drive organic traffic to the website

2. Conduct keyword research and analysis to identify opportunities for optimization
3. Optimize website content and meta tags for search engines
4. Monitor and analyze website traffic and search engine rankings to track progress and identify areas for improvement
5. Stay up-to-date with the latest SEO best practices and algorithm updates
6. Collaborate with other11 departments to ensure SEO is integrated into overall communication and website strategies
7. Manage and maintain the content and structure of the website, including regular updates and improvements to improve user experience
8. Monitor website performance and resolve technical issues as needed

Requisite Skills & Experience

1. Technical expertise: A strong understanding of the technical aspects of SEO, including website architecture, HTML, CSS, and JavaScript
2. Analytical skills: The ability to analyze data and draw insights to inform SEO strategy and track progress
3. Knowledge of algorithms: A good understanding of search engine algorithms and how they impact website ranking
4. Communication skills: Good written and verbal communication skills
5. Results-driven: A focus on results and a strong commitment to delivering high-quality work
6. 2+ years of relevant experience

Expected Salary

Up to 6 Lac per annum based on experience and qualifications

How To Apply

Please fill out the form: https://forms.gle/xq51HriBNNqw7N9s7