

JOB DESCRIPTION

Position: Digital Marketing

Experience: 0-2 Years

Location: Bangalore (On-Site)

Compensation: Based on Skill set

Work Timings: Monday to Saturday, 9:30 AM to 5:30 PM

About Us

Asha The Hope is a learning gateway that focuses on inner transformation through expanding your consciousness by self-development and raising cultural intelligence. We provide expertise and skills required for that, to any individual seeker or counsellor. Behind 'Asha The Hope' are the founders, Dr. Asha, Mr. Girish who are leaders in the field of cognitive education. We are proud to be one of the first platforms to offer online accredited courses, which use effective methods to teach and bring forth the students' dynamic understanding of the mind, life, and the way it works. All students are valued and above all, supported through their journey of learning and attaining a professional title of achievement.

Our Vision

We aim to bring knowledge and self-empowerment to our clients through every thread of their life by giving them the tools to enrich the areas of health, wealth, and happiness.

Our Mission

We are committed to impart and connect the knowledge of modern, ancient, and western psychology.

Our Objective

Learning is a collective experience through our mind, consciousness, and the internal factors of what we think and feel with our five senses and is expressed in the form of words and actions. These along with other subtle senses within consciousness play a major part in creating our daily reality. When our mind is aligned on all these levels, we attain balance with internal and external environments.

Our Work Culture

- We are a well-integrated team and believe in teamwork.
- Every individuals' ideas are welcomed and heard.
- We motivate and nurture individuals to reach their best potential
- We support diversity and also strongly support providing opportunities irrespective of their gender, caste and creed.
- We believe in work-life balance.

Roles and Responsibilities

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
- Designs, builds, and maintains our social media presence
- Identifies trends and insights and optimizes spend and performance based on the insights
- Brainstorms new and creative growth strategies through digital marketing
- Provides thought leadership and perspective for adoption where appropriate
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Track the website traffic flow

Candidate Skill Set:

- Creating and maintaining client relationships
- Self-motivated yet customer-focused
- Proficient in marketing research and statistical analysis
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaignsTrack the website traffic flow

Note: There will be an initial 3-month probation period at the end of which the performance of the probie will be discussed, pertaining to which the probie will become a permanent employee.

Interested candidates may send in their applications to **info.courses@ashathehope.in**

