



**INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD**

*invites application for*

**Digital Marketing Executive (Research Associate)**

**Job Description:**

- Collaborate with various departments and the digital marketing team to develop paid advertising strategies aligned with course objectives.
- Create and configure PPC campaigns on platforms such as Google Ads, Native Ads, and social media advertising.
- Monitor, track, and adjust bidding strategies, keywords, and targeting settings to optimize campaign performance.
- Conduct A/B testing of ad variations to improve click-through rates (CTR) and conversion rates.
- Monitor daily and monthly spending and able to make adjustments as suggested to improve ROI.
- Provide budget recommendations based on campaign performance and goals.
- Collaborate with designers for optimized ad creatives.
- Ensure ad extensions and formats are optimized for maximum visibility and engagement.
- Able to implement negative keywords to improve ad relevance and reduce irrelevant clicks.
- Use analytics tools to track and analyze campaign performance, including click-through rates, conversion rates, cost-per-click (CPC), and ROI.
- Prepare and present regular reports to stakeholders, highlighting key performance metrics.
- Stay current with industry trends, best practices, and changes in advertising platforms, algorithms, and policies.

**Qualifications:**

- A bachelor's degree in marketing, advertising, or a related field is preferred, but relevant experience and a strong portfolio may suffice.
- Proven experience in managing PPC campaigns, with a track record of achieving positive ROI.
- Proficiency in digital marketing tools and PPC advertising platforms, such as Google Analytics, Google Ads, social media management tools, email marketing platforms, etc.
- Strong analytical skills and the ability to interpret data to make data-driven decisions.
- Excellent written and verbal communication skills.
- Attention to detail and the ability to manage multiple campaigns simultaneously.
- Creativity and the ability to think outside the box to create engaging campaigns.

**Duration:** The position will be initially offered for a probation period of three months and may be extended up to a year depending on performance. The Research Associate will be expected to work a minimum of 40 hours per week.

**Location:** IIM Ahmedabad Campus, Vastrapur, Ahmedabad

**Salary:** Compensation will be commensurate with qualification and experience.

**Application deadline:** August 06, 2024.

Interested candidates are required to share their updated resumes on [dmsupport@iima.ac.in](mailto:dmsupport@iima.ac.in) with the subject line “**Application for RA-Digital Marketing Executive**” latest by **August 06, 2024**.

We will only contact candidates shortlisted for the interview. Emails asking for status updates will not be entertained.