

## Job Roles, Job Description and Learning Outcomes

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<b>Name of the Course/Job Role</b>	<b>Digital Marketing Specialist in IT/ITeS</b>
<b>Job Description</b>	<b>Learning Outcomes</b>
<p>Minimum Educational Qualification &amp; Experience</p> <ul style="list-style-type: none"> <li>• Qualification: Bachelor’s degree in marketing, Business Administration, or a related field.</li> <li>• Experience: 1-3 years of experience in digital marketing, with a focus on areas like social media management, SEO, PPC, content marketing, or email marketing.</li> </ul> <p>Pre-requisite Knowledge Required</p> <ul style="list-style-type: none"> <li>• Proficiency in digital marketing tools such as Google Analytics, Google Ads, Facebook Ads Manager, and content management systems (e.g., WordPress).</li> <li>• Understanding of SEO and SEM practices.</li> <li>• Familiarity with social media platforms and online advertising techniques.</li> <li>• Basic knowledge of data analysis and reporting.</li> </ul> <p>Entry Qualification</p> <ul style="list-style-type: none"> <li>• Certifications in digital marketing (e.g., Google Ads Certification, HubSpot Inbound Marketing Certification) are advantageous.</li> <li>• Demonstrated experience in executing successful digital marketing campaigns.</li> </ul> <p>Age Limit</p> <ul style="list-style-type: none"> <li>• Minimum: 18 Years, Maximum: 35 Years</li> </ul>	<ul style="list-style-type: none"> <li>• Define digital marketing</li> <li>• Demonstrate the importance of digital marketing over traditional marketing</li> <li>• Identify the key components of digital marketing</li> <li>• Explain the basics of SEO</li> <li>• Explain the major social media platforms</li> <li>• Demonstrate the ethical practices in all aspects of digital marketing to foster a culture of integrity and transparency.</li> <li>• Demonstrate the digital marketing strategies</li> <li>• Set clear marketing objectives</li> <li>• Demonstrate the digital marketing tools and platforms</li> <li>• Demonstrate the role of business goals in digital marketing</li> <li>• Describe methods to identify &amp; segment the target audiences</li> <li>• Select appropriate digital marketing channels</li> <li>• Explain the Different types of content</li> <li>• Use content creation tools and techniques</li> <li>• Develop and manage content calendars</li> <li>• Apply best practices in content creation</li> <li>• Align content with audience needs</li> <li>• Create and schedule social media posts</li> <li>• Implement the social media engagement strategies</li> <li>• Maintain ethics in the workplace</li> <li>• Exhibit proactive behavior to address and resolve the ethical challenges in digital marketing campaigns</li> <li>• Apply digital marketing strategies</li> <li>• Use the digital marketing tools and platforms</li> <li>• Identify target audience</li> <li>• Measure the effectiveness of content</li> <li>• Build brand loyalty through content</li> <li>• Apply on-page and off-page Search Engine Optimization (SEO) techniques</li> <li>• Conduct keyword research and optimization</li> <li>• Demonstrate Search Engine Marketing (SEM)</li> <li>• Manage paid search campaigns effectively</li> <li>• Analyse the performance of SEO and SEM strategies</li> <li>• Measure social media performance</li> <li>• Campaign the awareness through social media</li> <li>• Drive website traffic using social media</li> <li>• Demonstrate the application of ethical principles in day-to-day digital marketing activities</li> <li>• Analyse real-world digital marketing case studies</li> <li>• Integrate SEO and SEM into a cohesive digital marketing strategy</li> <li>• Integrate social media marketing into a broader digital marketing strategy</li> <li>• Show respect for diverse when developing and executing digital marketing strategies.</li> </ul>