



TrainingCentral Solutions Private Limited (TC) is a leading edtech company focused on solutions for the finance industry. We service the learning requirements of some of the top names in the BFSI domain through cutting-edge solutions and products to our clients. We have strong technology design capabilities and architect solutions for pan-India delivery for the learning needs of customers from blue chip organisations to the smallest local bank. TrainingCentral is ISO 27001:2013 Certified.

We are looking for an energetic candidate who is systematic and has good communication skills. He/she will anchor the digital market technology and implementation for the two portals – <http://www.trainingcentral.co.in> and <http://www.finnet.co.in> – the two portals run by the organization as also strategise how to leverage various client sites being set-up.

### **Requirement – Digital Marketing Executive**

#### Job Responsibilities

- Plan and implement the digital marketing strategy for
  - SEO and SEM
  - Mailer broadcast mechanisms using Mailchimp, Netcore
  - Social Media platforms like LinkedIn, Twitter, Youtube, FB, Insta
  - Supervise Mailer activities
  - Assess and implement additional channels like SMS marketing, Whatsapp Marketing
- Evaluate plans to increase CPC and CTR parameters across the portals.
- Review and plan for international marketing strategies
- Check and implement multiple language approaches
- Evaluate effectiveness of various media like audio, video and graphic content.
- Work with technology partners to implement operations support for the portals
- Designing and get develop requirements in HTML, ASP, HTML5 and other software packages for web rendering.
- Discuss or notify the management about bugs/server related issues (bandwidth, unauthorised access, upgrades).

#### Required Technical Skills

- Digital Marketing Concepts and implementation processes
- Analytical capability to ensure effective and sustained implementation digital marketing strategy.
- High level knowledge of WordPress, E-commerce-enabling packages, important Plugins would be an added advantage.
- Knowledge of MySQL or SQL, JavaScript, JQuery, PHP, HTML/ XHTML, XML, CSS, ActionScript3, HTML5 would be good to have.
- Having good knowledge of MS-excel functions, MS-Word formatting and Power-point formatting techniques.
- Technical person having worked in e-learning or google tools or amazon software will be an added advantage.
- Ability to evaluate, understand operations of ready apps and exploring creative capabilities using the app.

#### Mandatory

- Good communication and interpersonal capabilities.
- Good conversational English

#### Location and Residence details

- Preference for Western Line residents. Central Line residents living beyond Thane and Harbour line residents living beyond Chembur to please excuse.

Salary Package – Rs. 15,000/- to Rs. 20,000/- per month

Regd. Office: TrainingCentral Solutions Pvt. Ltd.

215/217, Navalkar Bldg, J. S. Road, Opp. Dr. Bhalerao Marg, Mumbai – 400004 Tel: 022-23854860