



Job Title: Digital Marketing Executive

Location: Bangalore

Department: Marketing

About Vaidyog:

Vaidyog is **India's largest healthcare portal**, dedicated to connecting medical professionals with top healthcare institutions. We specialize in healthcare job recruitment.

Job Summary:

Vaidyog is looking for a **Digital Marketing Executive** with expertise in digital marketing, creative design, technical website management, and webinar hosting. The ideal candidate should have hands-on experience in running marketing campaigns, designing engaging graphics, and organizing webinars to promote Vaidyog's services and offerings.

Key Responsibilities:

1. Digital Marketing & Branding

- Develop and implement digital marketing strategies to promote Vaidyog's services.
- Manage social media campaigns across LinkedIn, Facebook, Instagram, and Twitter.
- Optimize content for SEO and website traffic growth.
- Run paid advertising campaigns on Google Ads and social media platforms.
- Track and analyze digital marketing performance and provide insights.

2. Graphic Design & Content Creation

- Design marketing materials, social media creatives, infographics, and website banners.
- Create high-quality visuals for promotional campaigns, email marketing, and brochures.
- Edit videos for marketing, webinars, and social media.

3. Technical & Website Management

- Maintain and update Vaidyog's website for improved user experience.
- Implement SEO best practices and technical optimizations.
- Coordinate with the development team for website enhancements and bug fixes.

4. Webinar & Online Event Hosting

- Organize and host **Webinars** for medical professionals and institutions.
- Manage webinar tools (Zoom, Google Meet, Microsoft Teams) for smooth event execution.
- Engage audiences through interactive Q&A sessions and panel discussions.
- Promote webinars through email marketing and social media.

Requirements & Qualifications:

- Bachelor's degree in **Marketing, Design or a related field**.
- **1-3 years** of experience in digital marketing and graphic design.
- Proficiency in **Adobe Photoshop, Illustrator, Canva, and Premiere Pro**.
- Strong understanding of **SEO, SEM, and digital marketing strategies**.
- Experience with **CMS platforms (WordPress, Wix, Shopify, or similar)**.
- Hands-on experience in **webinar hosting and online event management**.
- Knowledge of **social media tools (Meta Business Suite, LinkedIn Ads, Google Analytics, Mailchimp)**.

Preferred Skills:

- Video editing and motion graphics experience (After Effects).
- Basic coding knowledge (HTML, CSS, JavaScript) for website modifications.
- Prior experience in **healthcare** is a plus.