

Digital Marketing Executive - LEVEL 1

Document Version & History

Version	Author	Date	Comments
1.0	Vismaya Babu	21th Oct 2025	Contributor

Title	Digital Marketing Executive Level 1
Document ID	
Description	
Version	v2.0
Author	Emvigo Technologies
Classification	
Review Date	
Reviewed by	Marketing Manager
Approved date	
Approved By	
Release Date	
Copy Owner	

Privacy	
---------	--

## Role Tasks

### Scope

Responsible for executing and optimizing Emvigo's complete digital marketing landscape, spanning SEO, PPC, social media, email marketing, and analytics. The role supports brand awareness, lead generation, and digital visibility through both organic and paid strategies.

The individual will collaborate closely with content, design, and sales teams to ensure all campaigns, web pages, and marketing assets are performance-driven, consistent with Emvigo's brand voice, and aligned with AEO (Answer Engine Optimization) and GEO (Generative Experience Optimization) frameworks.

### Business Outcome:

- **SEO & Technical Optimization Success**
- **PPC Campaign & Conversion Success**
- **Social Media Growth & Engagement Success**
- **Email Marketing & Lead Nurturing Success**
- **Content Collaboration & Marketing Collateral Delivery**
- **Analytics, Reporting & Process Adherence**

#### **1. SEO & Technical Optimization Success**

- Conduct technical SEO audits (crawl issues, indexing, site speed, schema, Core Web Vitals).
- Optimize meta tags, titles, alt text, internal linking, and structured data for all content.
- Research and implement keyword clusters, focusing on long-tail and high-conversion terms.

- Collaborate with content writers for on-page optimization (blogs, landing pages, case studies).
- Build backlinks through guest posting, outreach, and directory submissions.
- Implement **AEO strategies** to rank on featured snippets and AI-driven search results.
- Track performance metrics via GA4, GSC, and Ahrefs.

## 2. PPC Campaign & Conversion Success

- Plan, set up, and manage ad campaigns on **Google Ads, LinkedIn, and Bing Ads**.
- Perform A/B testing for creatives, ad groups, and targeting parameters.
- Collaborate with content and design teams for ad copies and visual assets.
- Optimize for cost efficiency and conversions.
- Track and report weekly performance against CPC, CTR, and CPL goals.

## 3. Social Media Growth & Engagement Success

- Manage **Emvigo's social media presence** across LinkedIn, Instagram, Twitter (X), and Facebook.
- Plan, schedule, and publish posts aligned with brand campaigns, culture, and thought leadership.
- Collaborate with content and design for creatives, carousels, and video snippets.
- Track engagement metrics: reach, followers, CTR, and saves.
- Engage with followers, comment on relevant discussions, and build community presence.
- Support event coverage, leadership highlights, and recruitment campaigns.

## 5. Content Analytics & Reporting

- Track content performance using GA4, Search Console, and LinkedIn analytics.
- Report monthly metrics: impressions, clicks, engagement rate, conversions, and CTRs.
- Suggest content optimization opportunities from monthly data insights.
- Maintain quarterly reports on traffic growth and top-performing URLs.

#### **4. Email Marketing**

- Design and send monthly newsletters, lead nurturing campaigns, and event updates.
- Track open rate, CTR, and conversions; continuously optimize subject lines and CTAs.
- Maintain and segment the subscriber database to improve deliverability and engagement.

#### **5. Content Collaboration & Marketing Collateral Delivery**

- Work with content writers to ensure SEO-rich, user-friendly content for:
  - Blogs
  - Landing pages
  - Case studies
  - Website pages
- Event & sales collaterals (flyers, pitch decks, banners)
- Ensure all content meets branding, keyword, and readability standards.
- Optimize visuals and CTAs for better engagement and conversions.

#### **6. Analytics, Reporting & Process Adherence**

Set up and maintain GA4, Search Console, Tag Manager, and campaign tracking.

Generate weekly and monthly performance dashboards for SEO, PPC, and social.

Analyze trends and propose monthly optimization recommendations.

Maintain accuracy in campaign reporting and documentation.

#### **7. Process Adherence**

- Maintain documentation of all published and in-progress content in the internal content tracker.
- Follow Envigo's content review and approval workflow strictly.
- Risk Management - Proactively raises risks upfront and suggests solutions or alternative approaches to prevent them.

- Adhere to all the technical and non-technical processes and suggest pros and cons to improve it.
- Proactively inform the leaves and availability of the line manager and it should be planned well and applied upfront in HRone. Inform the same PM if you are in an emergency situation.
- Maintain 40 Hrs and clock the efforts to the Time Management tool accurately and on time.
- Ensure plagiarism-free submissions (minimum 98% uniqueness).

## Competency Required

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	<ul style="list-style-type: none"> <li>•Analytical Thinking (4) Ability to analyze SEO, PPC, and campaign data for actionable insights.</li> <li>•Time Management (4) Manages multiple digital channels effectively.</li> <li>•Ownership (4) Takes full accountability for assigned channels and results.</li> <li>•Attention to Detail (4) Ensures pixel-perfect execution and accurate tracking.</li> <li>•Collaboration (3) Works cross-functionally with content, design, and sales teams.</li> </ul>

Knowledge (Proficiency)	<ul style="list-style-type: none"> <li>• SEO &amp; Technical SEO (4) Strong understanding of on-page, off-page, and site performance metrics.</li> <li>• PPC Management (4) Campaign setup, optimization, and analysis.</li> <li>• Social Media Marketing (3) Platform algorithms, engagement strategies, and content scheduling.</li> <li>• Email Marketing &amp; Automation (3) Campaign setup, segmentation, and performance tracking.</li> </ul>
Self-Image (Perspective)	<ul style="list-style-type: none"> <li>● Creative Communicator</li> <li>● Strategic Thinker</li> <li>● Customer-Centric</li> <li>● Results-Oriented</li> </ul>
Traits (Perspective)	<ul style="list-style-type: none"> <li>● Approachable and Friendly</li> <li>● Resilience</li> <li>● Passionate, Dedicated and Focused.</li> <li>● Analytical Abilities</li> </ul>
Motives (Perspective)	<ul style="list-style-type: none"> <li>● Creativity and Innovation</li> <li>● Building and Growing Emvigo Brand.</li> <li>● Making an impact.</li> </ul>

## PERFORMANCE MANAGEMENT GOALS

Goals are categorised into 3 sections

Category	Details	Weightage
Business Outcome	KPIs derived from content, brand, and lead metrics.	70%

Proficiency	Showcase growth in Knowledge and skills This will be done in the Skills-Base Tool. You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge.	20%
Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, your manager, your peers and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%

### Goals – Business Outcome

Category	Weightage 100	Weightage 70	Details
SEO & Technical Optimization	40%	30%	Individual Detailed KPIs would be derived from the role sheet
PPC Campaigns & Conversion	20%	15%	
Social Media & Brand Engagement	15%	1%	
Email Marketing & Content Coordination	10	5%	

Content Analytics & Reporting	10%	6%	
Process Adherence	5%	3%	

## PERFORMANCE REVIEW

Category	Tool	Responsible	Details
Business Outcome	HRONE	Goals would be divided to multiple people for Review  e.g. HR Related Goals would be HR Manager	<p>Self-Evaluation from Sep 1 to Sep 15 Mar 1 to Mar 15 Review Session would be scheduled by HR SPOC/Manager. The meeting will include</p> <ol style="list-style-type: none"> <li>1. Reporting Manager (Mandatory)</li> <li>2. HR Manager (Mandatory)</li> <li>3. Finance Manager (Mandatory)</li> <li>4. All SBU Heads (Mandatory)</li> <li>5. BA Team Lead (Mandatory)</li> </ol> <p>All concerned reviewers should have the ratings done and ready before the meeting. We assess together as to why these ratings and come to a consensus.</p> <p><b>1 Hour Meeting.</b></p>
Proficiency	Skills Base	Reporting Manager SBU Heads	Self-Assessment from Sep 1 to Sep 15



		RTC	Mar 1 to Mar 15 Rating would be taken from the Skills-base
Perspective	Zoho	Peers, Dotted Line Manager, Direct reportees	This would be conducted from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating would be taken from the 360-degree tool.