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| **About National Cooperative Organics Limited (NCOL)** |
| Realising the potential for scaling up the organic food sector, National Cooperative Organics Limited i.e. NCOL has been set up as a multistate cooperative Society jointly promoted by the National Dairy Development Board (NDDB), GCMMF (Amul), NAFED, NCDC and NCCF as promoter members. The vision of the Society is to act as an umbrella organisation to encompass all activities related to organic products produced by co-operatives leading to the realisation of ‘Sahakar se Samriddhi’. To know more about NCOL, please visit: <https://ncol.coop/> |
| **JOB DESCRIPTION** |
| **Position** | Digital Marketing Executive |
| **Location** | Delhi |
| **No. of Positions** | 1 |
| **Major Accountabilities**  | 1. End-to-end media planning and execution of Meta (Facebook & Instagram), Google (GDN, SEM, & YouTube) campaigns
2. Create and implement a 360 digital marketing strategy to drive awareness, brand recall, traffic
3. End-to-end planning and execution of influencer campaigns
4. Develop and Implement retention strategies across email, SMS, and WhatsApp
5. Scout and implement industry best practices
6. Monitor key performance indicators (KPIs)
7. Analyze campaign metrics (impressions, CPM, CPC, ROAS)
8. Optimize media buying based on performance data.
9. Develop relevant content through external partners.
10. Devise and implement performance enhancement strategies
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| **Education** | Graduation in any discipline.Post graduation / relevant courses in the said discipline shall be added advantage |
| **Experience** | 2+ years of experienceHave hands-on experience in planning and executing Meta and Google ad campaigns, influencer marketing, and a strong grasp of the digital customer journey. The candidate should possess excellent analytical skills, be proficient with marketing tools, and demonstrate agility in a fast-paced environment. Strong numerical aptitude and strategic thinking. |
| **Approx CTC (per Annum)** | Remuneration would be commensurate with qualification and experience |
| **How to apply** | **Forward the updated CV to** hr@ncol.coopThe last date to apply is 15-02-2025 |