

Position: Digital Marketing & Social Media Marketing Specialist

Location:

Bangalore, India

Company:

CyberWarFare Labs

Company Description

CyberWarFare Labs (CWL) is UK based Ed-tech leader in cybersecurity with operations located in Bengaluru. We provide cutting-edge cybersecurity Education and immersive training services, enabling organizations to enhance their cyber capabilities. Our client-focused approach ensures tailored solutions in this ever-evolving field. We prioritize proactive defense with innovative solutions, backed by on-demand educational services.

Role Description

This is a full-time on-site role for a Digital and Social Media Marketing Specialist. The Digital and Social Media Marketing Specialist will be responsible for creating and executing social media marketing strategies, social media content creation, and digital marketing. The candidate should possess strong communication skills to aid in creating content that effectively portrays the company's culture and interests. The Digital and Social Media Marketing Specialist will be responsible for engaging with the target audience and building relationships with them through online platforms.

Qualifications and Key Responsibilities

- Deep knowledge of handling social media platforms, particularly LinkedIn, to drive organic engagement and reach.
- Proficient in running and managing Google Ads and LinkedIn Ads campaigns to drive traffic and achieve business objectives.
- Strong understanding of how to use SEO techniques and organic methods to boost engagement on all social media platforms.
- 2-5 years in content creation, social media management, and digital marketing.
- Proficient in managing content delivery to meet deadlines and quality standards.
- Skilled in crafting original, high-quality content without relying on AI tools or plagiarism.
- Capable of writing SEO-driven articles that enhance organic visibility and drive traffic and perform on page and off page SEO
- Ability to develop creative and engaging social media strategies that align with business objectives.
- Skilled in tracking and analyzing social media performance using analytics tools (e.g., Google Analytics, LinkedIn Insights) to ensure continuous optimization.
- Regularly monitor competitors' activities and recommend adjustments to strategies for better performance.
- Proficient in Social Media Content Calendar
- Develop and execute social media marketing strategies.
- Manage and grow social media channels.
- Monitor social media trends and analytics

How to Apply:

- Interested candidates are invited to submit their resume and a cover letter detailing their qualifications and relevant experience to **career@cyberwarfare.live**. Please include "Social Media Marketing Specialist Application" in the email subject line.
- CyberWarFare Labs is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences to join our diverse and talented team in the fight against cyber threats.

Reference No.

- SMMS-1

