

DG KNITTING

Designation: Digital Marketing Executive

Minimum Experience: 3-4 year

Salary Range: 20,000-24,000 P.m.

Report to: Director

Current Location: PIPODARA

Roles/Responsibilities:

- Develop and implement digital marketing strategies to build a strong online presence for the DG Knitting brand.
- Create and Manage India mart content and Posts.
- Create engaging, relevant, and creative content by writing impactful taglines and designing posts that highlight both the product and brand trust across digital platforms like Instagram, LinkedIn, Facebook, YouTube, and email marketing.
- Use appropriate Email Marketing Strategy to attract and engage with right customers.
- Design and publish regular social media posts, reels, and stories to promote products, processes, company culture, and create engaging festival-related content.
- Promote company culture, events, processes, and customer trust.
- Create and manage the company's digital product catalog with accurate product specifications, images, and descriptions.
- Write taglines and captions that highlight product features and end use (e.g., T-shirt fabric, activewear).
- Promote participation in exhibitions, customer visits, and internal events through social media.
- Coordinate with production teams to gather content inputs for marketing material.
- Monitor social media trends, audience engagement, and campaign performance to refine content strategies.
- Collaborate with agencies or freelancers (if any) for photography, video shoots, and design development.
- Analyze data from social media platforms and Google Analytics to assess growth, reach, and engagement metrics.

Skills & Qualifications:

- Education: Bachelor's degree in Marketing, Digital Media, or related field.
- Experience: Minimum 3 years of hands-on experience in digital marketing and content creation.

- Ability to translate technical or industrial product features into marketable content.
- Strong content writing skills with a focus on clarity, creativity, and audience engagement.
- Proficiency in social media management tools.
- Hands-on experience with design and content tools like Canva, Adobe Photoshop/Illustrator (basic level), and CapCut or InShot for reels.
- Basic understanding of SEO, keyword research, and analytics tools.

Soft Skills:

- Creative thinker with a passion for branding and design aesthetics.
- Self-motivated, proactive, and organized with the ability to meet deadlines.
- Strong communication and collaboration skills.
- Ability to adapt quickly to changing trends and digital formats