

JOB POST: Digital Marketing Associate at YCM India (Remote) [Full-Time]: Apply Now!

YCM is offering the role of Digital Marketing Associate and is inviting applications from young professionals.

About YCM

YCM is India's first organization to build life skills and provide services for dispute prevention to dispute resolution for all. YCM enables you with skills to prevent a spark from turning into a raging fire in every domain of your life: professional or personal!

About the Job Opportunity

YCM is offering the role of **Digital Marketing Associate**. You get the opportunity to work directly with the Founder. Added benefits include visibility and networking at an international and national level with leading firms/organizations/universities in mediation and dispute resolution across the globe.

Roles & Responsibilities

- Plan and execute digital marketing campaigns, including SEO/SEM, email, social media, and
- Display advertising campaigns to increase brand awareness and drive traffic to our website. Develop and manage content for our website, blog, and social media channels to engage our target audience and promote our services like mediation courses, YCM chapters, competitions, etc.
- Monitor and analyze the performance of digital marketing campaigns using web analytics tools and optimize campaigns to improve ROI and conversion rates.
- Conduct market research to identify trends and opportunities for growth, and stay updated on industry developments and best practices.
- Collaborate with internal teams, including sales and operations, to develop integrated marketing strategies and ensure alignment with business goals.
- Stay abreast of digital marketing trends, emerging technologies, and best practices, and propose new ideas and initiatives to enhance our digital presence. associate have to bring at least 20 new followers daily on our social media platforms like Instagram, linkedin etc.

Experience & Qualifications

- Recent graduate from any field of study (Discipline no bar)
- Experience in Marketing training or courses (preferred but not mandatory)
- Highly organized and structured with attention to detail
- Excellent oral and written communication skills
- Out of box thinking and problem-solving attitude
- Superb with digital marketing strategies

Location

Remote

Who can Apply

- Passionate to gain an entrepreneurial mindset and being mentored by YCM Team

India's First Skill Builder & Service Provider For
Dispute Resolution to Dispute Prevention For All



- Available for 38 hours per week

Salary

- As per industry standards. Negotiable as per your workload and experience.

Application Procedure Email the following to info@ycmindia.org with the subject line: **Career | Digital Marketing Associate at YCM India**

- Your CV with a cover letter outlining relevant experience and qualifications for this position
- 2-minute video on who you are and why you are fit for the role (mandatory)
- Your earliest available start date

Application Deadline

Accepting applications until 9 June 2024. It is highly recommended that you apply as soon as possible to ensure higher chances of selection.