

Job Title: Digital Marketing Manager

Company: Nuform Social Pvt. Ltd.

Location: Noida, Uttar Pradesh (Hybrid)

Experience Required: 4 to 8 Years

Reports To: CEO/Director

Role Overview

We are looking for a **Digital Marketing Manager** who brings both strategic insight and hands-on expertise across **SEO, performance marketing, and client communication**. You will play a key role in leading campaigns, managing client expectations, and driving performance across Google Ads, Meta, LinkedIn, and Twitter/X platforms while mentoring a dynamic team of marketers.

Key Responsibilities

Client Strategy & Relationship Management

- Act as the primary point of contact for assigned client portfolios.
- Translate client goals into strategic, data-driven digital marketing plans.
- Conduct monthly/quarterly reviews, performance analysis, and strategy upgrades.
- Collaborate with internal teams to ensure timely and quality delivery.

Performance Marketing (Paid Ads)

- Design, launch, and optimize paid media campaigns across:
 - **Google Ads** (Search, Display, YouTube)
 - **Meta Ads** (Facebook & Instagram)
 - **LinkedIn Ads** (Sponsored Content, InMail, Lead Gen)
 - **Twitter Ads** (Awareness, Engagement, and Website Clicks)
- Monitor and optimize for KPIs: CTR, CPC, CPL, ROAS, CAC, and conversions.
- Conduct A/B tests on creatives, copy, targeting, and bidding strategies.
- Use automation and audience segmentation to drive better efficiency.

Advanced SEO Strategy

- Lead and execute SEO strategies (technical, on-page, off-page) for multi-industry clients.
- Conduct audits using tools like Ahrefs, SEMrush, Screaming Frog, and Google Search Console.
- Implement schema, core web vitals optimization, and content-driven ranking strategies.



- Track keyword positions, organic traffic, and conversion flow.

Team Management & Execution Oversight

- Manage a team of SEO executives, media buyers, content writers, and designers.
- Conduct daily/weekly sprint meetings and task tracking.
- Review team outputs, provide feedback, and drive performance excellence.
- Upskill the team through regular training and knowledge sharing.

Reporting & Analytics

- Build and manage custom client dashboards using **Looker Studio** or **Google Analytics (GA4)**.
- Present campaign insights, ROI metrics, and improvement plans in review meetings.

Required Skills & Qualifications

- 4–8 years of digital marketing experience in a fast-paced agency or in-house team.
- Proficiency in **Google Ads**, **Meta Ads**, **Twitter Ads**, and **LinkedIn Ads**.
- Strong grasp of **SEO fundamentals**, keyword research, technical audits, and link-building.
- Excellent communication and stakeholder management skills.
- Hands-on experience with:
 - **Tools:** Google Ads Manager, Meta Business Suite, LinkedIn Campaign Manager, Ahrefs, SEMrush, Google Analytics 4, Tag Manager, Looker Studio.
 - **Tech & CRM** (preferred): WordPress, HubSpot, Zoho, Canva, Trello/ClickUp.

Preferred Experience

- Prior agency experience is strongly preferred.
- Certifications in Google Ads, Meta Blueprint, or HubSpot are a plus.
- Familiarity with lead generation funnels, remarketing, and CRO.





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