

**Samvedna Senior Care**

**Website:** [www.samvednacare.com](http://www.samvednacare.com)

**Facebook -** <https://www.facebook.com/samvednacare>

**Address:** Samvedna Senior Care, G-7, Oriental Villas, Sushant Lok-III, Sector-57, Gurgaon

**COMPANY PROFILE:**

Samvedna is a pioneer in senior care and mental health service provider in India. Established in 2013, we are on a mission to provide the best-in-class care services. We are now looking at our next phase of growth with a digital first, technology enabled solutions for eldercare and mental wellbeing services. We are looking for dynamic, enterprising individuals keen to make an impact in our journey.

**Designation – Digital Marketing Lead**

**Qualifications –** MBA / BTech

**Purpose of the Role:**

The purpose of the role is to develop and implement the organization’s digital marketing initiatives.

**Job Description:**

The role will report into Head Digital Services and will be responsible for growing Samvedna’s digital marketing initiatives. He/she will be responsible for day-to-day management of digital campaigns, performance marketing, social media campaigns, monitoring SEO performance and website traffic. The role will require someone to be hands on and be able to work with a multi-disciplinary team to achieve the desired organization objectives.

**Responsibilities**

- Generating leads, followers through digital channels
- Developing and managing digital marketing campaigns

Samvedna Senior Care Services, Sushant Lok, Gurgaon, Haryana

[career@samvednacare.com](mailto:career@samvednacare.com)

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- Develop digital growth strategies for customer acquisition
- Ensure ROI on performance marketing
- Manage social media campaigns across all social media platforms
- Develop and manage email marketing strategies and campaigns
- Manage website traffic and content
- Monitor SEO strategy & performance. On-Page, Off-Page optimization.
- Branding, Online Reputation Management
- Developing digital campaign, writing ad copies

### **Skills**

- 5+ years of experience with accelerated career path in high growth companies/startups
- Excellent written and oral communication skills
- Well versed with SEO, SEM, Google Analytics, AdWords and other digital marketing and monitoring tools.

**Experience** - 3 – 4 years

**Salary** – As per industry standards

Email your interest to [career@samvednacare.com](mailto:career@samvednacare.com)