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***Unique Organics Limited***

***E-521, Sitapura Industrial Area, Jaipur 302022***

## **Digital Growth Strategist**

**Full Time**

**Location -Jaipur**

**Experience: 1-2 years**

### **Job Summary**

We are looking for a proactive and creative Digital Marketing Specialist who can independently plan, execute, and optimize marketing strategies to drive domestic lead generation and expand our dealer & distributor network. The ideal candidate should not just execute tasks but bring fresh ideas, understand the business deeply, and take ownership of results.

### **Responsibilities & Duties: -**

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1. Develop and execute digital marketing strategies focused on lead generation and dealer/distributor onboarding etc.
2. Create high-quality, engaging posts on regular basis (witty, relatable, trend-based—not basic promotional content).
3. Build a strong content strategy aligned with current industry trends and audience behaviour.
4. Generate qualified domestic leads through campaigns, ads, and organic channels.
5. Independently plan campaigns and present actionable strategies to management.
6. Analyse performance metrics and continuously optimize campaigns.
7. Collaborate with sales to align marketing with business goals
8. Stay updated with trends and suggest innovative marketing ideas.
9. Maintain a positive, flexible, and solution-oriented work approach.

### **Qualification & Skills**

1. Proven experience in digital marketing (lead generation + content strategy).
2. Strong creative thinking and storytelling skills.
3. Ability to work independently and take initiative.
4. Knowledge of social media, ads, and analytics tools.
5. Good communication and strategic thinking skills.
6. Adaptable and open to handling additional responsibilities.

### **Benefits**

- ESI
- Provident Fund
- Cell Phone reimbursement
- Leave Encashment & Paid Leave
- Bonus
- Food allowance