



Marketing Operations Analyst

PS Academy
Meark Enterprise

Industry Led Employable Skill Training

Job Role: Marketing Operations Analyst

Occupation: IT-ITeS/ IT Marketing

Role Description

Individuals in this job role are responsible for the execution and implementation of digital marketing strategies and initiatives. They must run digital marketing campaigns, perform webmaster operations and publish content on digital media

Key Skills

Search Engine Optimization (SEO)- Google analytics
Search Engine Marketing- Google adwords (SEM)
Social Media Management (SMM): Facebook, Twitter, Instagram, Youtube
Email Marketing- Sendgrid
CRM based Management of Leads using-Hubspot/Zoho

Occupational Standards

N8502: Publish content on different digital media channels and run campaigns on email, SMS or online messaging platforms

N8503: Perform webmaster operations to maintain multiple websites

N9001: Manage your work to meet requirements

N9013: Inculcate strong work ethic in line with organizational code of conduct

N9014: Maintain an inclusive, environmentally sustainable workplace

Career Path

Analyst > Consultant – Technical/Business > Manager- Technical/Business > Sr. Manager/ Director > Partner/ Sr. Executive/ Managing Director > Practice Lead > Head of Company

Duration

Duration: 63 hours (21 days - 3 hours/day)

Training Mode

Physical or Blended Learning (50% classroom and 50% online)

Pre-requisites

Diploma in Computers/ Electronics / Electrical Engg

Personal Attributes

This job requires the individual to be flexible and operate under supervision for the area of work he/she is aligned to. The individual should be able to communicate effectively and work collaboratively with the team members.

Reference

QP ID: SSC/Q8501

Of NSQF Level : 5

Model Curriculum:

https://nsdcindia.org/sites/default/files/MC_SSCQ8501_Marketing%20Operations%20Analyst_V1.0_06012021.PDF

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