

Job Title: SEO Executive

Location: New Delhi

Salary: As per industry standards

About Us:

The Energy and Resources Institute (TERI) is a leading think tank dedicated to conducting research for sustainable development. We are seeking a highly motivated and results-driven SEO Executive to join our dynamic team. This role will play a key part in enhancing our online presence, driving organic traffic, and generating leads across various digital platforms.

Key Responsibilities:

- **Digital Marketing Strategy:** Develop and execute comprehensive digital marketing strategies to increase brand visibility, drive traffic, and generate leads across SEO, SEM, email marketing, social media, and content marketing channels.
- **SEO & Website Optimization:** Manage and optimize SEO efforts to improve search engine rankings, increase organic traffic, and ensure website content is aligned with SEO best practices.
- **Paid Advertising Campaigns:** Oversee paid advertising (PPC) on platforms like Google Ads, Facebook Ads, and LinkedIn Ads, optimizing budget allocation and maximizing ROI.
- **Website Management:** Ensure the company website is regularly updated, engaging, and reflective of brand guidelines while adhering to SEO principles.
- **Content Collaboration:** Work closely with content creators to produce high-quality, relevant, and engaging content for blogs, social media, newsletters, and other digital platforms.
- **Campaign Performance Analysis:** Analyze and report on digital marketing campaigns using tools like Google Analytics, Looker Studio, and CRM systems to track KPIs and make data-driven decisions.
- **Market Research & Competitive Analysis:** Conduct ongoing market research and competitive analysis to identify trends and opportunities in the digital landscape.
- **Email Marketing Campaigns:** Develop and manage email marketing campaigns, including list segmentation, A/B testing, and performance tracking to enhance open and click-through rates.
- **Relationship Building:** Establish and nurture relationships with key industry influencers, partners, and customers to enhance brand credibility and leadership.

- **Continuous Learning:** Stay updated on the latest digital marketing trends, tools, and technologies, implementing new strategies to keep the organization at the forefront of digital innovation.
- **Collaboration & Creativity:** Foster a culture of creativity, collaboration, and continuous improvement within the team.

Qualifications: Bachelor's or Master's degree in Marketing, Business, or a related field.

Experience: 2+ Years

Skills:

- Proven experience in digital marketing with a strong track record of driving growth through SEO, PPC, social media, and content marketing.
- Proficiency in digital marketing tools such as Google Analytics, Google Ads, HubSpot, SEMrush, Ahrefs, and marketing automation platforms.
- Strong analytical skills with the ability to interpret data, generate insights, and make data-driven decisions.
- Excellent communication skills, both written and verbal, with the ability to craft compelling content and collaborate effectively with cross-functional teams.
- Project management skills with the ability to manage multiple initiatives simultaneously while maintaining attention to detail.
- A creative thinker with a passion for staying up-to-date with the latest digital marketing trends and technologies.
- Positive attitude, team player, and the ability to thrive in a fast-paced, dynamic environment.

How to Apply:

Interested candidates can apply by sending their resume and cover letter to hr@teri.res.in . Please include "SEO Executive Application" in the subject line.