## JOB DESCRIPTION

Inviting applications for the ROLE  
**Digital Marketing Faculty – Training & Operations**

<table>
<thead>
<tr>
<th>Reports to</th>
<th>Centre Head</th>
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<tbody>
<tr>
<td><strong>Role Objective</strong></td>
<td>To impart training and monitor the student life cycle for ensuring standard outcome</td>
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<tr>
<td><strong>Responsibilities</strong></td>
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In this role, you will be responsible for:

- Impart Training on SEO, SEM, Google Analytics, Google Webmaster Tools, Google PPC, Social Media, Content Marketing, Email Marketing, WordPress website.
- Experience of conducting training programs, workshops or delivering talks on Digital Marketing concepts.
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- Training students in all modules on Digital Marketing.
- Teach 2-3 batch sizes of 15-20 students/batch per day and impart training/learning as per prescribed curriculum & teaching guidelines.
- Assess and evaluate students for their proficiency, comprehension, familiarity with the course/subject, job-readiness.
- Lead, Support & Facilitate Student selection & enrolment and placement efforts along with other center personnels; Do Student Counselling.
- Provide, publish MIS, reports, insights as per requirement.

| Desired profile |  

- Graduate/ Post Graduate
- Relevant Training Certification in Digital Marketing
- 1+ Years of Experience as Faculty or Trainer
- Relevant Industry Experience (1-3 years), aspiring for a career in Teaching can apply
- Fresh Graduates can also apply
- Strong verbal and written Communication Skills
- Strong Interpersonal skills; Should demonstrate patience & perseverance
- Should have good knowledge and practical experience in the area of soft skill training/personality development
- Should be able to mentor, coach and counsel students
- Must have the Liking for Teaching as a Career;
- Prior experience as a faculty/trainer/instructor is highly desirable but not a must
- Student Enrolment for the course/batch
- Student Placement for the course/batch

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