

Senior Guest Posting Executive Jobs Delhi

About Techmagnate-

Techmagnate (<https://www.techmagnate.com/>) is a leading Digital Marketing Agency based in New Delhi, India and we are expanding! We are looking for Rol-driven digital marketing experts to #BeAMagnate.

Our core competencies are digital marketing & technology solutions. We help you to outline, evolve and employ proficient, best priced and top-notch Digital Marketing Services, including Search Engine Optimization, Pay Per Click, App & Mobile Marketing, Reputation Management, Social Media, Content Marketing and more related services to empower your business.

We have a strong, hustling and enthusiastic team of 250+ young digital marketing professionals who have delivered fantastic results for top-notch clients in industries like BFSI, B2B, Healthcare, IGaming, Education and Ecommerce.

Our 9 Core Values are more than just words, they're a way of life. We know that Company with a strong culture & a higher purpose perform better in the long run.

Do you relate to our values?

- ❖ Digital Excellence
- ❖ Trusted Partnerships
- ❖ We've got each other's back
- ❖ We see things end to end
- ❖ Think big, be bold
- ❖ Keep learning, keep unlearning
- ❖ Abundant positivity
- ❖ Open mind open door
- ❖ Customer Growth

Responsibilities:

- ❖ Perform outreach to website owners, bloggers, journalists, major media outlets, and influencers
- ❖ Build and maintain relationships bloggers, journalists, major media outlets, and influencers
- ❖ Research and execute results-oriented, creative outreach campaigns
- ❖ Build outreach email lists for content promotion campaigns
- ❖ Pitch and place content with top-tier publications via networking and relationship building
- ❖ Research and test new PR and link building tactics
- ❖ Track and report progress to managers and clients
- ❖ Improve site rankings and increase brand awareness through outreach
- ❖ Ensure all relationships and outreach efforts add value and are done in a professional, respectful manner.

Qualifications:

- ❖ 2+ years experience in Guest Post/Outreach/Content Marketing and Promotion or related field
- ❖ Top-level Internet research skills & ability to navigate social networks
- ❖ Strong Microsoft Office skills
- ❖ Experience with SEO research and analysis tools like Google Webmaster Tools, Google Analytics, Moz, and Majestic SEO is a plus.
- ❖ Strong written and persuasive communication skills – mastery of the English language is key
- ❖ Excellent negotiation and persuasion skills
- ❖ Should have tendency for networking and connecting with people digitally