

Tata Communications Ltd

TESCOM (Tata Employees Services Company) is a global solution partner of Tata Communications.

We provide Total Business Solution to our clients. We are specialized in **IT , Telecom & Staffing Solutions.**

Brief about Tata Communications is mentioned as below.

TATA COMMUNICATIONS LTD

Over the past decade, Tata Communications has evolved from a wholesale service provider serving the Indian market to a leading provider of A New World of Communications™ to enterprise customers and service providers worldwide. Tata Communications is a global company with its roots in the emerging markets. Headquartered in Mumbai and Singapore, it has more than 8500 employees across 38 countries. The \$2.9 billion company is listed on the Bombay Stock Exchange and the National Stock Exchange of India and is the flagship telecoms arm of the \$103.3 billion Tata Group.

Tata Communications' enhanced business strategy has the consumer's requirements, trends and movements at the heart of everything it does. It seeks to create an open infrastructure, partner ecosystem and platform that is fit for business and delivers that 'just works' experience, whilst retaining the transparency, flexibility and control that CEO/CIO's require to safeguard and enhance their organisations' customer experience and brand reputation. All of this is overlaid onto years of investment and infrastructure through its \$1.19 billion investment in the world's only wholly owned subsea fibre network that circles the globe.

Tata Communications' services portfolio includes predictable high-speed connections and global MPLS virtual private networks, Telepresence services, DDoS mitigation and detection service, content delivery networks and cloud offerings. Tata Communications offers customised network solutions for customers in key markets – including verticals like manufacturing, oil and gas, banking, financial services and insurance, and media and entertainment – offering our customers speed, quality and unparalleled network reach.

Tata Communications in numbers:

\$2.9 billion in annual revenue with 77% of this revenue generated outside of India Over 8500 employees globally, 30% of which are located outside India, and over 40 nationalities represented Largest wholesale voice carrier carrying 53 billion minutes of wholesale voice traffic annually – that's 1 in 10 voice calls globally 1600 telcos use our network to connect to you (70% of the world's mobile network operators) World's largest wholly owned submarine fibre network – more than 500,000 km of subsea fibre, and more than 210,000 km of terrestrial fibre Only Tier-1 provider that is in the top five in five continents, by internet routes Over 25% of the world's internet routes are on Tata Communications' network 400+ PoPs reach more than 200 countries and territories 44 data centres and colocation centres with over 1 million sq. ft. of space 13,700 petabytes of internet traffic travel over the Tata Communications' internet backbone each month 15+ terabits/s of international bandwidth lit capacity

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Digital Marketing Executive Job Description:

We are looking for an experienced and result-driven Digital Marketing Executive to join our awesome marketing team! As a Digital Marketing Executive at our company, you will be responsible for setting up, implementing and managing the overall company's digital marketing strategy.

Digital marketing strategies are extremely important for our company's success, so your role will play a crucial role in achieving our business goals and objectives. We are expecting you to have experience and a big passion for digital technologies and all digital marketing channels.

Digital Marketing Executive duties and responsibilities

- Build, plan and implement the overall digital marketing strategy
- Manage the strategy
- Manage and train the rest of the team
- Stay up to date with latest technology and best practices
- Manage all digital marketing channels
- Measure ROI and KPIs
- Oversee all the company's social media accounts
- Manage and improve online content, considering SEO and Google Analytics
- Build and inbound marketing plan
- Forecast sales performance trends
- Motivate digital marketing team to achieve goals
- Monitor competition and provide suggestions for improvement

Digital Marketing Executive requirements (Dynamic Fresher are also welcome)

- X years of experience as a Digital Marketing Executive
- X years of experience in developing and implementing digital marketing strategies
- Good knowledge of all different digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- X years of hands on experience with SEO/SEM, Google Analytics and CRM software
- Familiarity with web design
- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BSc degree in Marketing, Digital technologies or relevant field **(Not Mandatory)**

Note: Fresher's who have undergone a digital training /certification/ program can also apply.

CTC offered upto: 2.4 Lac