

## Join Us to Lead LinkedIn Marketing and Drive Engagement

We are seeking a highly skilled and experienced **LinkedIn Marketing Specialist** to join our team to manage activities of our profile. Your primary goal will be to drive growth and engagement to increase brand visibility.

### Responsibilities:

- Develop and execute a comprehensive LinkedIn marketing strategy tailored to our company's goals and target audience
- Drive organic growth by increasing followers, connections, and engagement on the profile
- Generate high-quality leads through effective call-to-actions
- Monitor and analyse LinkedIn analytics and insights to track performance, identify trends, and make data-driven decisions for continuous improvement
- Conduct competitor analysis to stay updated on industry trends and best practices, and implement innovative strategies to stay ahead of the competition

### Requirements:

- Proven experience as a LinkedIn Marketing Specialist or similar role, with a track record of driving profile growth, engagement, and lead generation
- Deep understanding of the LinkedIn platform, its functionalities, and best practices for organic and paid marketing
- Strong analytical skills with the ability to interpret data and extract actionable insights to optimize performance

### Desired Candidate Profile:

- Bachelor's degree in marketing, communications, or a related field is preferred
- Candidates who has genuine experience in LinkedIn marketing shall only apply

### Salary & other facilities:

- Salary will be as per experience and it is negotiable
- This is a Work from Office Position. Candidates residing near office location (Central Kolkata) will be preferred
- Job Type: Full-time

Eligible candidates can contact us at **8276046396** for further details or email us at [hr@comvalitsolutions.com](mailto:hr@comvalitsolutions.com)

