



## Job Description - **Inbound Election Marketing Team**

**# of Openings : 4**

The inbound election marketing team is an equally important team as the digital and social media team at the IPSW organization. The requirements and responsibilities for a member of the inbound election marketing team is similar to that of the digital and social marketing team but here the team member needs to be more engaging and working closely with the target voters rather than with our clients. IPSW uses several impactful inbound election marketing techniques that are result oriented.

- Must perform various types of SEO audits, competitive keywords analysis, etc
- Must have knowledge about HTML/CSS and their SEO application
- Must have the knowledge about the use of Google analytics/strategic Google tag manager
- Drive SEO strategy for various reputed client's objectives
- Ability to implement, manage and optimize CPC's, web ads, display ads, etc
- Responsible for implementing SEO changes and updates (Meta description, page fillers, schema markups, keywords)
- Data mining and Micro voter targeting using IPSW's database and software

## Job Description - **Outbound Election Marketing Team**

**# of Openings : 4**

A member of this highly active and enthusiastic team requires the ability to organize, maintain and schedule various outbound election marketing services for our clients with IPSW's partner agencies and also regulate the work done and report them

- Strong communication and organizing skills
- Knowledge about various outbound marketing techniques and the ability to use them for various political events for our clients
- Great scheduling and reporting skills
- Developing cordial work relationships with partner agencies and members
- Should possess the ability to work on multiple fast paced projects simultaneously

**Insight Political Strategists and Workforce Private Limited (IPSW) is an equal opportunity employer. All applicants are considered without any regard to race, caste, color, religion, gender, age, sexual orientation, marital status or any other discriminatory factors forbidden by the law.**