



<https://talentraa.com/careers/digital-marketing-specialist/>

## Digital Marketing Specialist

### Description

We're looking for a passionate and results-driven Digital Marketing Specialist to join our team. You'll be instrumental in executing our marketing strategy, growing our online community, and driving qualified leads through various digital channels. This is an exciting opportunity for someone who thrives in a dynamic environment and is eager to take ownership of key marketing initiatives.

### Responsibilities

Manage and execute all social media campaigns (organic and paid) across platforms like LinkedIn, Instagram, and Facebook.

Create engaging, high-quality content for the company blog, email newsletters, and website to improve SEO rankings.

Monitor, analyze, and report on the performance of all digital marketing efforts, identifying trends and optimizing spend and performance.

### Qualifications

2+ years of professional experience in digital marketing or a related field.

Proven expertise with SEO/SEM, Google Analytics, and various social media advertising platforms.

Strong creative skills with an eye for detail and excellent written and verbal communication.

Bachelor's degree in Marketing, Communications, or a relevant field (or equivalent work experience).

### Job Benefits

Competitive salary and equity options.

Flexible hybrid work schedule (3 days in-office, 2 remote).

Generous PTO and paid holidays.

Full health, dental, and vision insurance.

Professional development stipend for courses and conferences.

### Contacts

If you're ready to make an impact, please submit your resume and a brief cover letter outlining why you're the perfect fit for this role to [Email Address] or apply directly on our website at [Link].

### Hiring organization

Talentraa

### Employment Type

Full-time

### Duration of employment

2 years

### Industry

Marketing

### Job Location

Remote work from: Sri Lanka

### Working Hours

8

### Base Salary

35000 LKR - **Base Salary**  
85000 LKR

### Date posted

11/11/2025