JOB DESCRIPTION

Organization:	**Unlox**
Job Title:	**Performance Marketing Specialist**
CTC:	**3.6 LPA**
Location:	**Jaipur Rajasthan**
Departments Eligibility:	**Management**
Course Eligibility	**BBA/ BCOM/ MBA**
Student Gender Preference:	**ANY**

General Job Description

- Plan and manage online advertising campaigns on platforms like Google Ads and Facebook Ads.
- Monitor campaign performance and optimize ads to increase leads and sales.
- Analyze marketing data and prepare performance reports.
- Manage budgets and ensure maximum return on advertising investment.
- Work with the marketing team to improve digital marketing strategies.

Required Skills

- Google Ads and Meta Ads campaign management and optimization.
- Proficiency in Google Analytics 4 (GA4) and reporting tools.
- Strong analytical and data interpretation skills.
- Advanced knowledge of Excel and Google Sheets.
- Understanding of digital sales funnels and CRO.
- Knowledge of user journeys and conversion optimization.
- Strong reporting, tracking, and performance analysis skills.

Eligibility
Management
Specialization : Marketing
Fresher
Technical skills, attention to detail, problem-solving, and communication skills.
Meeting minimum age requirements, typically 18 years old.

Job Reviewed by: Director, Training & Placement
Job Approved by: Director, Training & Placement
Job opportunity provided through: Training and Campus Placement Department

DATE:-17.11.2025