



Position: Digital Marketing Specialist
Department: Marketing
Reports to: Chief Marketing Officer
Revision Date: March 28, 2025
Location: Indore, MP India

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. "The L Squared Hub" is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

Fit:

We are growing rapidly, supporting high-profile clients in the USA, Canada. We are gearing up for even faster growth and are looking for Self-Motivated & Self-Aware team players who are Obsessed with our Client's Success.

If you are passionate, S.M.A.R.T individual that loves to work in fast-paced, creative environments, and believe in integrity, mutual respect, quality work, then consider applying today.

What the Company Will Provide to You:

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Training & Development opportunities
- Company events

About the Role

We are seeking self-motivated and self-aware Digital Marketing Specialist to join our India Team to support our Marketing Team in North America. As a skilled Digital Marketing Specialist, you will play a crucial role in captivating target audiences and boosting brand awareness. You will be producing visually engaging layouts, images, logos and website designs in accordance with company branding guidelines to support L Squared's Marketing Strategy.





ROLES & RESPONSIBILITIES

- Manage the success of LSquared.com as the primary lead driver for marketing
- Manage the success of social media including publishing, facilitating replies, and increasing engagement
- Collaborate proactively with sales, customer success, and the rest of the marketing team
- Manage the success of the L Squared blog
- Collaborate with sales on development of necessary assets to create integrated sales and marketing communications experience aligned with the customer journey

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Command of SEO best practices
- Bachelor's degree in marketing, Business, or a related field.
- Proven 3-4 Years of experience in lead generation, event planning, and advertising campaigns.
- Strong knowledge of social media platforms and partner marketing (experience with BBY, Lenovo, and Marketplaces is a plus).
- Excellent communication, project management, and organizational skills.
- Analytical mindset with the ability to interpret data and optimize marketing strategies.
- Creative and proactive with a strong attention to detail
- Experience with digital advertising platforms (Google Ads, Facebook Ads, etc.).
- Knowledge of CRM tools (HubSpot, Salesforce, etc.).
- Experience with design tools like Canva, Adobe Creative Suite, or similar.
- Multi-task, organizational skills, maintain confidentiality.

