

JOB VACANCY

HDC (161)-HR/TU/2021/308
27th June 2021

Digital Media Marketing Manager
Strategic Business Unit**MINIMUM QUALIFICATION & REQUIREMENT**

Degree or MNQF Level 7 Qualification in relevant field with minimum 5 years of experience in relevant field.

OVERALL SCOPE

Plan, implement, track and monitor our digital marketing campaigns across all digital platforms to ensure our online presence & projects meet brand standards.

SCOPE OF WORK

- Plans and executes all web, SEO/SEM, email, social media, and display advertising campaigns.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital PR campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Identifies critical conversion points and drop off points and optimizes user funnels.
- Collaborates with agencies and other vendor partners.
- Evaluates emerging technologies.
- Provides thought leadership and perspective for adoption where appropriate.

JOB SKILLS AND SPECIFICATIONS

- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Proven working experience in digital marketing field.
- Up-to-date on the latest trends and technologies in digital marketing.
- Critical thinker and problem-solving skills.
- Excellent communication, leadership, relationship building and interpersonal skills.
- Highly creative with excellent analytical abilities.
- Problem-solving aptitude.
- High level of responsibility and accountability.
- Proven track record of meeting and exceeding targets.
- Excellent analytical and presentation skills.
- Excellent proficiency in Microsoft Office Packages such as Excel, Word, etc.

SALARY PACKAGE:

Salary negotiable based on qualification and experience.

Application Process

Send the application along with your CV, copies of Accredited Certificates, Job Reference Letters, Police Report and ID card or Driver's License copy via the link (<https://rb.gy/radvi0>). For any additional queries please contact to 3353535.

Application Deadline:

Date: 04th July 2021 (Sunday)

Time: 14:00hrs