

Job Description

Role: Digital Marketing

Job Overview:

The Digital Marketing Specialist will be responsible for executing digital marketing campaigns that enhance our online presence, engage our target audience, and drive business growth. You will work closely with cross-functional teams to develop and implement effective marketing strategies across various digital channels.

➤ **Responsibilities:**

- **Campaign Execution:** Plan, implement and manage digital marketing campaigns, including email marketing, social media, SEO, PPC and content marketing.
- **Content Creation:** Develop high-quality content for various digital platforms, including websites, blogs, social media and newsletters ensuring alignment with brand messaging.
- **Analytics and Reporting:** Monitor and analyze campaign performance using tools like Google Analytics. Provide regular reports with insights and recommendations for improvement.
- **Social Media Management:** Manage and grow our social media presence by creating engaging content, interacting with followers and analyzing performance metrics.
- **SEO Optimization:** Conduct keyword research and implement on-page and off-page SEO strategies to improve organic search rankings and increase website traffic.
- **Collaboration:** Work closely with the design and IT teams to create visually appealing marketing materials and ensure a seamless user experience.
- **Market Research:** Stay up-to-date with industry trends, competitor analysis and best practices to identify opportunities for innovation and growth.

➤ **Requirements:**

- Bachelor's degree in Marketing, Communications, Business or a related field.
- 2-4 years of experience in digital marketing, preferably within the IT industry.
- Proficiency in digital marketing tools and platforms (e.g., Google Ads, Google Analytics, SEO tools, social media management tools).
- Strong understanding of SEO, PPC, email marketing and social media strategies.
- Excellent written and verbal communication skills with a keen eye for detail.
- Creative thinking and problem-solving skills with the ability to generate innovative ideas.
- Ability to work independently and collaboratively in a fast-paced environment.
- Familiarity with content management systems (CMS) is a plus.