

Job Title: Digital Marketing Executive

Department: Marketing

Reports To: Marketing Manager

Effective Date: 1st September 2023

Job Summary:

The Digital Marketing Executive develops and manages digital marketing campaigns to promote products or services, leveraging various channels for increased brand visibility and lead generation. They analyze data, optimize strategies, and collaborate with cross-functional teams to achieve objectives.

Responsibilities:

1. Develop and execute digital marketing strategies.
2. Manage advertising campaigns on Google Ads and social media.
3. Implement email marketing campaigns.
4. Optimize website content for search engine optimization (SEO).
5. Monitor analytics, campaign performance, and user behavior for insights.
6. Manage social media accounts.
7. Collaborate to optimize landing pages, website content, and digital assets.
8. Stay updated on digital marketing trends and identify new opportunities.

Qualifications:

1. Bachelor's degree in Marketing, Business, or a related field.
2. Proven experience in digital marketing.
3. Strong knowledge of digital marketing channels and tools.
4. Excellent written and verbal communication skills.
5. Strong organizational and time management skills.

Benefits:

1. Competitive salary package
2. Health and dental insurance
3. Paid vacation and sick leave
4. Professional development opportunities
5. Flexible work schedule options