

Job Description: Digital Marketing

Job summary / objective

To plan and manage marketing campaigns that promote the company's brand, products, and / or services. This includes building brand awareness, creating better customer experience and strengthening brand loyalty

Responsibilities & duties

- Content and email marketing
- Social media marketing
- Search engine optimisation
- Digital analytics

Skills/Attributes required:

- Demonstrate experience managing SEO/SEM, marketing database, email, social mediate and / or advertising campaigns
- Highly creative and data driven thinking
- Solid knowledge of analytics tools
- Excellent communication skills
- Proactive, highly motivated

Qualifications/Experience required

- Degree in marketing or a related field
- Proven work experience in digital marketing
- Working knowledge of HTML, CSS, and JavaScript development and constraints