



ARE YOU THE ONE?

We are looking for a Digital Marketer to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

DIGITAL MARKETER

Job brief

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketer will work with the marketing team to launch campaigns on time and on budget.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence across all digital channels
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Manage multiple clients at once
- Experience in analytical reporting, research and administrative writing skills

Requirements

- Minimum 5 years of experience in a similar position
- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

HOW TO APPLY

Feel you are the one?

Email your CV to:
recruit@adequate.mu

Deadline for submission of application :
30 July 2019