Roles and Responsibilities

Assist the team in the development of the overall digital marketing strategy

Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display)

Manage and maintain the company’s owned media including websites, mobile apps, and email/CRM software

Manage the creation of relevant and engaging digital content for publishing onto various digital platforms

Manage social media marketing campaigns

Manage digital advertising campaigns (SEM, Display, Social, Programmatic)

Manage SEO campaigns

Set up conversion, pixel, and event tracking on the website and across various digital platforms

Conduct research on market trends, brand’s audiences and competitors, and end-to-end consumer journey to drive engagements and conversions

Analyze digital marketing analytics reports and share insights with the team to develop optimization plans

Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team