**Job Summary:**

We are seeking a highly skilled and motivated Digital Enthusiast to join our dynamic team. The Digital Manager will be responsible for overseeing all aspects of our digital presence, including but not limited to website management, social media, digital advertising, and email marketing. The ideal candidate will have a strong understanding of digital trends, analytics, and best practices to drive engagement and conversion.

**Key Responsibilities:**

* Develop and implement digital marketing strategies to increase brand awareness, drive traffic, and generate leads.
* Manage and optimize the company's website to ensure it is user-friendly, SEO-friendly, and aligns with brand guidelines.
* Create and manage content for various digital channels, including social media platforms, blogs, and email campaigns.
* Monitor and analyze key performance metrics across all digital channels to track effectiveness and identify areas for improvement.
* Stay up-to-date with industry trends, best practices, and emerging technologies to keep the company at the forefront of digital innovation.
* Collaborate with cross-functional teams, including marketing, sales, and product development, to ensure alignment and consistency in messaging.
* Oversee digital advertising campaigns, including budget allocation, targeting, and performance monitoring.
* Manage relationships with external vendors, agencies, and partners to support digital initiatives as needed.
* Provide regular reports and updates to senior management on the performance of digital initiatives and recommendations for optimization.
* Ensure compliance with relevant regulations and guidelines related to digital marketing and data privacy.

**Qualifications:**

* + Bachelor's degree in Marketing, Communications, Business Administration, or related field.
  + Proven experience in digital marketing, with a strong track record of driving results.
  + Proficiency in digital marketing tools and platforms, such as Google Analytics, SEO tools, social media management tools, and email marketing software.
  + Excellent analytical skills with the ability to interpret data and draw actionable insights.
  + Strong project management skills with the ability to prioritize and manage multiple tasks simultaneously.
  + Excellent communication and interpersonal skills, with the ability to collaborate effectively across teams.
  + Creative thinker with a passion for innovation and problem-solving.
  + Experience in our industry is a plus.

**Join us and be part of a dynamic team that is shaping the future of Industry.**