

Digital Marketing Specialist

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Company: The Blue Square

Location: Medina

Category: business-and-financial-operations

Company Description

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Role Description

This is a full-time on-site role for a Digital Marketing Specialist located in Medina. The Digital Marketing Specialist will be responsible for managing social media marketing, creating and executing digital marketing campaigns, analyzing web analytics, and communicating effectively with team members.

Preparing digital media marketing campaigns following the objectives of the organization's plan.

Coordinate the creation of digital content for publication on a website, blog, email bulletin, podcast, or video.

Managing the organization's channels on various digital media networks.

Increase customer knowledge about the brand by improving presence on websites.

Improving the organization's image by providing materials that benefit customers through social networking sites.

One of the most important tasks of the e-marketing officer is to cooperate with the marketing, sales, and product development departments to ensure brand consistency.

Providing recommendations and suggestions and implementing direct marketing methods to increase sales volume.

Monitor ROI as well as KPIs.

Keeping abreast of developments in digital media

Qualifications

Social Media Marketing and Digital Marketing skills

Web Analytics and Online Marketing experience

Excellent communication skills

Ability to work independently and collaborate with team members

Analytical and data-driven mindset

Bachelor's degree in Marketing, Business, or a related field

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