

## RWJ - Digital Marketing Manager

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Company: Rosewood Jeddah

Location: Saudi Arabia

Category: business-and-financial-operations

### Job Description

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### Job Summary:

We are seeking a highly skilled and experienced Digital Marketing expert to join our dynamic brand. You will play a crucial role in optimising our digital assets and brand campaigns to improve conversion rates and overall business performance using data analysis.

### Essential Duties and Responsibilities:

- Building an annual 360 digital marketing plan.
- Developing and implementing digital marketing strategies, including social media advertising, email marketing, display ads, Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC).
- Building and maintaining a brand's presence across multiple social media channels, while ensuring growth of consumer's viewership.
- Creating, executing and monitoring marketing campaign budgets
- Collaborating with media and sales teams to improve marketing results.
- Measuring key performance metrics, including website traffic, audience engagement,

service quotas, bounce rate and ad spend return on investment.

- Preparing reports on the performance of marketing campaigns to communicate overall performance optimization and meeting of KPI's.
- Using advanced analytics software to identify customer touchpoints and assess end-to-end customer experience across diverse digital channels, optimize, and communicate to consumers.
- Planning and managing social media platforms, by customizing content and creative communication to suit the tone of voice, target audience, and recommended formats.
- Up to date with the latest media and advertising trends and technologies affecting our industry.
- Evaluating important metrics and solutions that can optimize our website traffic.
- Overseeing and managing all digital projects, while aligning with offline events and activities to optimize online buzz and communication via online contests, competitions, giveaways, influencers, etc.
- Manage digital ads campaigns
- Maintain annual marketing and events communications calendar and covering all Confidential industries and ensures that work is planned and completed according to schedule.

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