

DIGITAL MARKETING SPECIALIST

Duties and Responsibilities

- Developing, managing and designing layouts of communications such as presentations, newsletters, event support materials, research papers, and brochures.
- Planning, development and execution of company programs and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables.
- Interfacing with marketing communications functions, as well as PR, events, retail and business product marketing teams.
- Leading ongoing management of digital touch points, including home page and, social networking landing pages, and mobile.
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules.
- Owning and maintaining site analytics, metrics, and campaign reporting.
- In depth knowledge of SEO and ad words programs.
- Presenting recommendations to head of department.
- Developing and coordinating multimedia packages.

Skills & Experience

Minimum Qualifications

- Bachelor's degree or diploma in Graphics, multimedia marketing related field.
- 1 year of experience in digital marketing within the service or ICT industry.

Core Competency Requirements

- Deep understanding of digital marketing and digital production.
- Proven experience delivering effective and innovative digital campaigns.
- Proven experience delivering a variety of digital assets, including rich media online ads, micro sites, and social media applications.
- Experience managing successful social media campaigns, and a solid understanding of social marketing.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business.
- Strong management skills, excellent oral and written communication skills.
- Experience delivering digital campaigns for mainstream products and services
- Proficient with Adobe Photoshop, Illustrator, InDesign, Framemaker, DreamWeaver, HTML, HTML 5, CSS