

JOB DESCRIPTION

Job Title	Digital Marketer
Department	Marketing and Social Media
Reporting To	Director, GJIMT
Job Purpose	Responsible for leading digital strategy and innovation through the development and implementation of comprehensive digital marketing programs in line with institution priorities. Work with the Content Marketing and Design Teams to create content for institution.

MAIN DUTIES & RESPONSIBILITIES

- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Plan, implement & manage all paid campaigns to drive installs, traffic, & bookings.
- Responsible for setting the category specific Performance Marketing and Acquisition Strategy, including planning, budgeting, reporting and execution across multiple paid channels.
- Own targets for bookings, installs and inorganic web traffic.
- Setting up attribution models, multi-channel tracking.
- Create, maintain, and optimize PPC campaigns, ad-copies, landing pages, A/B testing, budgeting.
- Define reporting framework, analytics, and ROI tracking for all paid campaigns

KEY SKILLS & QUALIFICATION

- Knowledge of analytics tools (Google Analytics, Tableau, Web Trends etc.)
- Design, build strategies for Social media and Google Ads
- Expertise in digital marketing concepts
- Proven experience on google marketing SEO, PPC, Paid campaigns, display ads etc
- Experience in data analysis and reporting.
- Identify trends and insights, & optimize spend and performance based on the insights.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Brainstorm new and creative growth strategies

HOURS OF WORK

6 Days a week , 0830 am – 05: 30 pm

DURATION OF CONTRACT

1 Year Contract (On Probation)