

## Job Description for Hiring New Employees / Contractors

<b>Job Title</b>	Digital Marketing Executive
<b>Job Type</b>	Full-time
<b>Location</b>	UK
<b>Line Manager</b>	Associate Director (Head of Marketing)
<b>Main Duties &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>• Plan and execute all digital marketing campaigns especially social media and email campaigns.</li> <li>• Design, build and maintain our social media presence.</li> <li>• Create captivating content for all social media pages.</li> <li>• Network and grow the number of followers to each of the organization’s social media pages.</li> <li>• Monitor user engagement and analysing feedback daily. Respond to the comments on social media on time.</li> <li>• Identify trends and insights, and proactively recommend new and creative growth strategies.</li> <li>• Identify and execute strategies to optimize user experience on our social media profile/pages.</li> <li>• Stay up to date with the latest social media advertising efforts and goals.</li> </ul>
<b>Basic Qualification</b>	Graduation
<b>Experience</b>	2+ years
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Outstanding written and verbal communication skills</li> <li>• Good Digital Marketing skills with hands on experience with running campaigns on all major social media channels.</li> <li>• Experience with executing social media campaigns is a plus.</li> <li>• Experience with A/B testing</li> <li>• Proven skills in social media networking and engaging with target audience on social media channels.</li> <li>• Sound knowledge of social media scheduling platforms such as Hootsuite, Buffer, and others.</li> <li>• Working knowledge of all things Digital Marketing and analytics (preferred)</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Results-oriented and a self-starter, with the ability to excel in a lean and rapidly changing work environment.</li> <li>• Ability to work independently, organize, set priorities, and complete work within given deadlines.</li> <li>• Practice effective Time Management and Prioritization skills</li> </ul>

	<ul style="list-style-type: none"><li>• Effective communication within team, organization and with clients</li><li>• Positive Attitude with good Interpersonal Skills</li><li>• Problem Solving skills.</li><li>• Should be a Team Player</li><li>• Self-Motivated &amp; Updated with Market Trends</li></ul>
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