



Be part of our growing team!

 **CAREERS**

CAREERS | Digital Marketing Executive

About The Position

The key person in charge of executing the company's digital marketing campaigns. He/she is involved throughout the campaign ideation, planning, implementation, measurement, and optimisation process. It is therefore essential that he/she has hands-on experience using various digital marketing platforms.

The Digital Marketing Executive works closely with the internal marketing team and/or digital agencies to achieve specific company objectives set by the Head of Marketing such as; increasing digital sales, lead generation, brand engagement, and conversions.

Your Responsibilities

- Assist the team in the development of the overall digital marketing strategy
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display)
- Manage and maintain the company's owned media including websites, mobile apps, and email/CRM software
- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms
- Manage social media marketing campaigns

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Your Responsibilities

- Manage digital advertising campaigns (SEM, Display, Social, Programmatic)
- Manage SEO campaigns
- Set up conversion, pixel, and event tracking on the website and across various digital platforms
- Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
- Analyze digital marketing analytics reports and share insights with the team to develop optimization plans
- Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team

Your Skills

- Data Analysis
- Content Creation
- SEO and SEM
- Communication skills
- Social Media

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A remote position may be allowed for the right person.

***NOTE: We will only consider candidates who have proven experience

To apply, please submit your CV and a cover letter detailing your experience, skills, and why you're a good fit for Reach Union



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www.reachunion.com





Thank you!