

Title: **Digital Marketing Specialist**

Department: **Business Development**

Position Summary

This position will be responsible for developing and executing digital marketing strategies to increase our online presence and drive traffic to our website. The primary responsibilities are essential in helping us achieve our business objectives and reach our target audience effectively. This position reports to the Head of Business Development.

Responsibilities

- Search Engine Marketing and Search Engine Optimization
- Social media (Meta, Insta, YouTube) management and marketing
- Design Banner using Canva or other tools
- Design and Post Social Media Reel Video
- Campaign Management
- Email Marketing
- Emailer Design Using templates from Email service providers
- Voiceover / Reel Creation for Social Media promotion
- Video Campaign Creation for app Installation and Video Viewership
- Website design in WordPress

Minimum Qualifications & Experience:

- A bachelor's degree in **digital marketing**, communication, or related fields.
- **1+ years of experience** in digital marketing or content marketing.
- Experience with web analytics tools like Google Analytics and Search Console.
- Proficient in marketing automation tools
- Strong knowledge of digital marketing, including **SEO**, SEM, PPC, Google Ads, email marketing and social media.
- Excellent communication, presentation and interpersonal skills.