

Job Title: Digital Marketing & Content Management Officer

Reports To: Head, Dhani Operating Team

Job Objectives:

- Create an online awareness of the business and use social media platforms to drive website traffic
- Design and recommend online sales programs and sets short and long-term online sales strategies
- Manage content deployment-publish, review & moderate
- Manage feedback & resolve complaints

Key Responsibilities and Accountabilities

- Provide ongoing measurement and evaluation of activities and campaigns, as required
- Continually reviewing & actively managing the website and online assets
- Use CRM to track leads and report on trends and campaign success
- Developing and complying with marketing processes and standards
- Creating and delivering engaging digital content
- Ensuring all content and online communication is consistent with company tone of voice and meets user objectives and business needs
- Work with relevant teams to design, build and maintain a social media presence for the proposition, as well as work on any marketing activity across social media channels, exploiting new social media channels and opportunities as they arise
- Conduct search marketing and search engine optimization (SEO) activities
- Develop and manage digital marketing campaigns for online products and channels
- Support ongoing research and analysis of customer data, market conditions and competitor data to evaluate end-to-end customer experience across multiple channels and customer touch points, as well as track conversion rates.
- Measure and report performance of all relevant digital marketing campaigns and assess against goals

Job Description Partnership Management

- Responsible for optimizing product offerings
- Create an online awareness of the business
- Use social media platforms to drive website traffic
- Design and recommend online sales programs and sets short and long-term online sales strategies
- Manage content deployment-publish, review & moderate
- Manage feedback & resolve complaints

Required Skills and Competencies

- Digital Sense Making, Customer-focused, analytical, and have strong verbal and written communication skills
- Current/recent experience in a content management role to include experience in developing digital content
- Strong understanding of current online marketing concepts, strategy and best practice

Qualification

- Relevant first degree in Marketing, Mass Communication, Information Science and Media Studies, or any related course
- 1 – 2 years' online marketing & communications experience
- Appreciable skill in writing for public and corporate online marketing communication & website analytics tools