



Digital Marketing Executive

- **Vacancy for:** 1
- **Posted on:** Nov. 16, 2017
- **Deadline:** Nov. 23, 2017, 11:55 p.m.

Basic Job Information

Job Category : Marketing / Advertising / Customer Service
Job Level : Mid Level
Employment Type : Full Time
Job Location : Shantinagar, Kathmandu
Offered Salary : NRs. 22,000.00 Monthly

Job Specification

Education Level : Under Graduate (Bachelor)
Experience Required : More than or equal to 1 year

Other Specification

- Bachelor's Degree in Communications, Marketing, IT or any applicable areas of responsibilities
 - At least 1-2 years of digital marketing experience in Ad Agencies, Media Houses or e-commerce sites
 - Experience of creating content for online communities/ channels
 - Knowledge and understanding of digital marketing
 - Familiarity with online tools and platforms- such as Google Analytics, Google Tag Manager, Facebook Business Manager/ Power Editor, Pixels, Email marketing
 - Should possess strong verbal and non-verbal communication skills
 - Should possess pleasant personality and positive attitude
 - Should possess excellent analytical and reporting skills
 - Should be able to work in a Team
-

Job Description

- Conduct Trend Analysis market studies to develop and run campaigns on Social Media and Search Engine Ads to promote service awareness, brand visibility with periodical report presentations for strategic decisions
- Optimization of website content, use key analytical tools to measure SEO performance to develop strategies in content development and effective execution for better ranks in all platforms
- In-depth studies of blogs, content integration and blog subscription strategies to uplift the digital presence in the market, promote services and analyze on further content development
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Coordinate with ad agencies for proper implementation of digital campaign along with monitoring and evaluation
- Periodical analytical reports presentations for strategic decisions, business developments and brand realizations

Salary offered, Benefits and more:

- Gross salary of NRs. 22,000 + attractive incentives
 - In addition to gross salary, benefits such as communication allowance, medical insurance, accidental insurance, provident fund, gratuity, leave facility, subsidized lunch and festival bonus
 - Dynamic and challenging working environment for better learning and career growth opportunity
 - Good working culture and environment
-

Applying Procedure

Apply Link : <https://merojob.com/digital-marketing-executive-4/>

Generated By

