

Digital Marketing Officer



- **Vacancy for:** 1
- **Posted on:** April 25, 2018
- **Deadline:** May 5, 2018, 11:55 p.m.

Responsible for creating and communicating a favorable public image through media campaigns designed to reach investors, consumers, industry analysts, customers, government agencies and other stakeholders. Responsible for ensuring that the products and services resonate with current and potential customers.

Creating a brand plan and brand strategy; develop, implement and execute marketing initiatives and activities align with ethos and goal of the brand.

Responsible for digital marketing of the entire organization. Develop and deliver marketing strategies to attract customers through company website, online presence and promote online products or services. Design and implement marketing campaigns to enhance influence of online products or services. Oversee development of e-marketing content and exploration of sales channels.

Requirements:

- Creative thinking and innovative in approach to communication
- Ability to understand complex communication issues, recognizing business wide implications
- Excellent communication and presentation skills, and ability to communicate effectively at all levels
- Strong research and analytical skills
- Analytical skills to forecast and identify trends and challenges
- Well versed in social media advertisement
- Mobile marketing, email marketing and content management/marketing skills
- Should know how to sell generating qualified lead opportunities
- Ability to execute and analyze marketing campaigns

Applying Procedure

Interested candidates are requested to send their CV at jobs@relianceinsurance.com

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