



## Digital Marketing Officer

- **Vacancy for:** 1
- **Posted on:** Dec. 4, 2018
- **Deadline:** Dec. 15, 2018, 11:55 p.m.

### Basic Job Information

Job Category	: Marketing / Advertising / Customer Service
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Kathmandu
Offered Salary	: Negotiable

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### Job Specification

Education Level : Under Graduate (Bachelor)  
Experience Required : Not Required

### Other Specification

- Bachelors Degree in IT or relevant sector with 2 years experience in relevant field
  - Proven work experience as a content writer, copy writer or similar role
  - Experience doing research using multiple sources, familiarity with web publications
  - Excellent writing and editing skills in English
  - Demonstrate experience leading and mapping SEO/SEM , marketing database
  - email, social media and /or display advertising campaigns
  - Highly creative with experience in identifying target audience
  - Experience in setting up and optimizing Google Ad words campaigns
  - Ability to work under pressure in a deadline driven environment
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### Job Description

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, socialmedia and display advertising campaigns
- Write clear marketing copy to promote our product/services , proofread and edit blog posts before publication
- Coordinate with marketing and design teams to illustrate articles
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Identify trends and insights and optimize spend and performance based on the insights
- Collaborate with internal teams to create landing pages and optimize user applications

### Note:

- Salaries and benefits are negotiable

### Applying Procedure:

Interested candidates are requested to mail their CV at [recruitment@amityglobalgroup.com](mailto:recruitment@amityglobalgroup.com)

OR,

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### Applying Procedure

Apply Link : <https://merojob.com/digital-marketing-officer-26/>

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