

Digital Marketing Specialist



- **Vacancy for:** 1
- **Posted on:** May 28, 2018
- **Deadline:** June 12, 2018, 11:55 p.m.

Basic Job Information

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

Job Specification

Education Level : Under Graduate (Bachelor)
Experience Required : More than or equal to 3 years

Other Specification

- Must have 3+ years' experience in Digital Marketing
 - A bachelor degree in Business, Marketing or Computing
 - Strong analytical bent and thrive in data-driven marketing and ad performance optimization
 - Expertise in developing, implementing and tracking Search Engine Optimization, Social Media Marketing, E-Mail Marketing, Mobile Marketing, Paid Advertising, Retargeting campaigns for Web & Mobile App
 - Experience in setting up and optimizing various campaigns such as Google Adwords, Facebook Ads and Retargeting Ads campaigns.
 - Experience in Search Engine Optimization (On-Page Optimization / Off-Page Optimization) campaigns
 - Solid knowledge on campaigns such as Social Media Marketing, E-Mail Marketing and Mobile Marketing
 - Experience with A/B Split Testing
 - Knowledge in marketing automation: lead nurturing, marketing campaign and sales/marketing funnels
 - Should have good organizational & planning skills, proficient in spoken & written communication skills and ability to work in the team under pressure meeting the deadlines
-

Job Description

- Measure performance of all Digital Marketing campaigns (ROI and KPIs) & strong focus on cost per acquisition
- Brainstorm new and creative Digital Marketing strategies and experience on analytic tools such as Google Analytics and Clicky
- Up-to-date with the latest trends and best practices in digital marketing and measurement

IntroCept Benefits

- Attractive Salary
- Festival Allowance
- Performance bonus
- Free meals
- Develop global reach and networks
- Accredited online learning opportunities
- Team building activities
- Challenging and friendly work environment

Salary: Negotiable

TO APPLY:

Interested candidates are requested to send their resume and cover letter to careers@introcept.co

OR,

Applying Procedure

Apply Link : <https://merojob.com/digital-marketing-specialist-5/>

Generated By

