

Digital Marketing Specialist



- **Vacancy for:** 1
- **Posted on:** Dec. 6, 2018
- **Deadline:** Dec. 21, 2018, 11:55 p.m.

Basic Job Information

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

Job Specification

Education Level : Under Graduate (Bachelor)
Experience Required : More than 1 year
Professional Skill Required : Project Management Skills, Multitasking, Communication

Other Specification

- Excellent skills to analysis, communicate and data-driven thinking
 - At least 2 - 3 years of working experience in digital marketing related job
 - Demonstrable experience leading and managing SEO/SEM, email, social media and/or display advertising campaigns
 - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
 - Experience in optimizing landing pages and user funnels
 - Solid knowledge of website and mobile analytics tools (ex: Google Analytics, Flurry)
 - Ability to identify business objectives and make appropriate measurement plan base on business objectives
 - Experience in setting up and optimizing Google Adwords campaigns
 - Working knowledge of HTML, CSS, and JavaScript development and constraints
 - Up-to-date with the latest trends and best practices in digital marketing and measurement
 - Experience with A/B and multivariate experiments will be plus
 - Experience with offline marketing will be plus.
-

Job Description

- Plan and execute all webs, SEO/SEM, email, social media and display advertising campaigns
 - Design, build and maintain our social media presence
 - Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
 - Identify trends and insights, and optimize spend and performance based on the insights
 - Brainstorm new and creative growth strategies
 - Plan, execute, and measure experiments and conversion tests
 - Collaborate with internal teams to create landing pages and optimize user experience
 - Utilize strong analytical ability to evaluate customer experience across multiple channels and customer touch points
 - Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
-

Applying Procedure

Apply Link : <https://merojob.com/digital-marketing-specialist-9/>

