

# 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/>

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