



Online Marketing and Customer Experience Specialist

- **Vacancy for:** 1
- **Posted on:** Sept. 13, 2018
- **Deadline:** Sept. 23, 2018, 11:59 p.m.

Basic Job Information

Job Category	: Marketing / Advertising / Customer Service
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Narayan Chaur, Sama Marga, Kathmandu, Nepal
Offered Salary	: Negotiable

Job Specification

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

Job Description

- Be the owner of customer experience throughout the customer's journey on Daraz App and Website
- Track customer browsing and buying behavior through different tools on Daraz App and Website
- Plan and strategize to obtain maximum conversion from various campaigns on homepage. Maintain the objective to bring maximum shoppers from home page to product display page
- Align with the Commercial stakeholders to plan future campaigns and promotions keeping the buying behavior data in purview
- Apply various marketing tools to optimize campaign and promotions performance
- Align and coordinate between the commercial and marketing stakeholders for smooth execution of campaigns and promotions
- Produce and analyze reports and data to maintain individual and team KPIs. Study data for maximum optimization of marketing efforts

Qualification required:

- Must have completed Bachelor's or Master's degree in business disciplines, IT or engineering
- Must have at least 2 years of working experience in marketing, sales or consulting
- Must be good with data analysis, reporting, Excel and Presentation
- Should have had taken leadership or ownership roles in their previous employment tenure
- Must be enthusiastic about learning new skills.
- Must be strong organization skills with a problem-solving attitude
- Must have excellent written and verbal communication skills
- Should have go-getter and can-do attitude

What we offer:

- International working environment in a start-up setting, and a unique opportunity to learn from the best in ecommerce and online marketing
- Rigorous training and exposure in team management, leadership, online marketing, business analytics and operations
- Five days a week (Sunday to Friday), 9 AM to 6 PM working hours
- Benefit package: Provident Fund, Gratuity, Fuel Expenses, Mobile top ups and data pack, Accidental Insurance, Medical Insurance, Full annual health check-up

How to apply:

- Email with your CV as an attachment to jobs@daraz.com.np your email needs to serve as a cover letter
- Include in the subject field of the email the title of the job you are applying for

- If you have been referred by current or past Daraz employees, please mention the referrer's full name and contact information

OR,

Applying Procedure

Apply Link : <https://merojob.com/online-marketing-and-customer/>

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