

JOB DESCRIPTION

POSITION	Marketing Manager - Digital	NO. OF VACANCIES	1
DEPARTMENT	Marketing	BASED IN	Pakistan
ROLE	Regional (UAE - Pakistan)	MEASURABLES / KPI'S	As Below
LINE MANAGER	Mohammad Ijaz	VACANCY TYPE	PERMANENT
SALARY BAND	100,000 - 125,000 PKR / month	EXPECTED START DATE	Sunday, November 1, 2020
WORKING HOURS	10am - 7pm	WORKING WEEK	
Job Description	<p>For a rapidly growing business startup, we are looking for a Marketing Manager - Digital to support the business growth strategy on digital front. The role plays a pivotal role in business expansion plan with high chances of professional growth. Marketing Manager - Digital will be working dedicatedly to establish sales channel - a digital platform (e-Commerce). Plan, prepare and execute aggressive digital marketing strategy covering SEO/SEM, google ads, social media ads and content creation. Ensuring the web design and web content are the best in class, maintaining high standards and continuously updating all relevant information on the e-Commerce platform.</p> <p>Few of the key day to day work requirements are as under;</p>		
	1. Assess organization digital platforms requirements and develop an integrated plan & roadmap aligned with organization strategy & KPIs		
	2. Design and deploy the best-in-class online platform (e-Commerce) covering the entire product line		
	3. Plan, develop and execute digital marketing strategy; including SEO/SEM, social media, google ads.		
	4. Continuously, analyze online trends, data and statistics to monitor and benchmark against competitors		
	5. Prepare KPI & ROI reports for all marketing campaigns and measure & report performance of all campaigns, against pre-assigned targets		
Ideal Candidate Profile	<p>The ideal candidate should have a Masters Degree with 5+ years of relevant working experience. He/she must be well conversant with the data analytics, content creation, latest trends and best practices in digital marketing. Excellent knowledge and deep understanding of SEO dynamics is indispensable. He / She must possess an ardour of content writing and graphic designing. He/She can work remotely and can deliver on strict deadlines, while working independantly. Someone, with previous UAE work experiecnce and with understanding of the local customer psyche, will have preference.</p>		
	Key Requirements		
	Masters Degree in Business Administration, Marketing or related field		
	5+ years experience in digital marketing, SEO/SEM and web ads		
	Deep understanding of web analytic tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends etc.)		
Experience and understanding of Photo Shop, Illustrator, Coral draw and other graphic designing tools			
KEY DELIVERABLES		MEASURABLES / KPI'S	
Increase overall brand awareness, visibility and web traffic with focus on quality and not quantity		Receive inbound poentnal leads through website - min. 10 per month	
Improve current organic keyword rankings		10% keywords on first page in 2 months - 30% of keywords on first page in 4 months - 60% of keywords on first page in 8 months	
Generate revenue by converting leads into sales		Sales targets should be met from month 2 onwards	