

CAREER OPPORTUNITY

MANAGER - DIGITAL MARKETING

Our Client, a Karachi - based company, seeks to appoint an experienced and seasoned professional to lead digital marketing team. The person will lead and execute all digital marketing initiatives linked to the client's product brands, corporate brand, a growing cards business and the potential to extend into an e-commerce platform. We want an expert who has hands on-experience in not just executing SEO, SEM and PPC tactics but also the ability to grow the unit and build a team of website, social media & e-commerce experts.

Role Responsibilities:

- Support and execute the digital marketing strategy for the business, brands and products.
- Design, build and maintain social media presence. This includes developing and implementing a social media strategy, creating content and managing all digital platforms including but not limited to LinkedIn, Facebook, Twitter, Instagram and YouTube.
- Understand consumers, support the development of customer personas and journey maps, devising strategies to achieve our desired end.
- Optimize SEO, understand how to improve domain authority scores and use multiple avenues (blogs, newsletters, email and other) to achieve it. Collaborate with copywriters and others to develop content.
- Use SEM strategies and tactics to get to 1st page of SERP in key categories/results. Understand how to use keywords, long and short tail strategies, keyword buying/bidding tactics to achieve desired goals.
- Understand website migration methodology and use it to transition corporate website Collaborate with internal teams to create landing pages and optimize user experience.
- Manage all website development needs and ensure all relevant information is updated regularly.
- Develop dashboards and monitor website traffic & social engagement measures. Measure and report performance of all digital marketing campaigns
- Understand how social networks work and use multiple platforms simultaneously. Develop relevant content, A/B test it and target our customers effectively.
- Align with PR goals and work closely with brand and communication teams.
- Identify trends and insights and optimize spend and performance based on the insights.
- Monitor competitor's digital platforms and industry leaders across the globe. Adopt best practices where applicable.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption.
- Lead a team of social media and community managers and expand the overall team into a full-fledged digital marketing unit.

Role Requirements:

- Minimum 16 years of education, preferably Master's from a renowned and HEC recognized university or institution/equivalent foreign degree holder institution, in Marketing, Communications or a related field.
- Minimum 7 years of professional experience, preferably in a large national/multinational organization with at least 5 years of related functional experience in a similar role at a senior equivalent position or one position below.
- Strong passion for digital technologies and proven track record in digital marketing, social media management and websites.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Experience in optimizing landing pages and user funnels. Experience with A/B and multivariate experiments.
- Solid knowledge of website analytics tools. Working knowledge of ad serving tools.
- Experience in setting up and optimizing Google AdWords campaigns.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Analytical skills, data-driven mindset, an affinity to numbers and attention to detail.
- The candidate should not be more than 40 years of age as of last date of submission of application.

General:

- The employment is based in Karachi.
- All selections will be based on merit, use of any means to influence the recruitment process will lead to disqualification of the candidate. Any misrepresentation by the incumbent will lead to his/her disqualification or immediate removal from company services.

STRICT CONFIDENTIALITY IS MAINTAINED AT ALL TIMES

If you have the required experience, educational qualification, leadership, and management skills to take up the challenging assignment, you are requested to apply by **8th August 2021**. Please email your CV in MS Word format to manager-dm@hrspl.com.pk Only shortlisted candidates will be contacted.