

## Executive – Digital Marketing

We are looking for responsible and talented people for Digital and Online Marketing.

### Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

### Responsibilities and Key Accountabilities

- Knowledge on all the current know-hows of social media
- Responsible in the planning, execution and optimization of company's online marketing
- Responsible for Research, Market Research, Competitor Research & Analysis, Social Media Optimization
- Execution of Social Media Marketing efforts (Facebook, Twitter, LinkedIn & other social media tools)
- Provide creative ideas for content marketing and social media
- Set solid action plan for social media marketing
- Quickly learn and implement the same for the brands

### Education Required:

- Bachelor's (Preferred)

### Years of Relevant Work Experience: *6 months -1 year*

### Knowledge, Skills, Abilities and Competencies:

- Plan and execute all digital marketing responsibilities
- Design, build and maintain brands 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 end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

**\*If you are interested, please email your resume at [hr@beingdigitalz.com](mailto:hr@beingdigitalz.com)**