**Digital Marketing Executive**

**Utkorsho (OnnoRokom EdTech Limited) | 2/1/E, Eden Center, Motijheel**

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**Vacancy**

Not specific

**Job Context**

* We are seeking a highly creative and technically skilled Digital Marketeer who will be able to implement tracking pixels for accurate data collection, configure Google Analytics for performance tracking, optimize tag manager systems for streamlined data analysis, generate actionable recommendations for marketing optimization and collaborate on implementing recommended changes and measuring their impact.

**Job Responsibilities**

* Pixel, Google Analytics, and Tag Manager Set-Up.
* Implement tracking pixels for accurate data collection.
* Configure Google Analytics for performance tracking.
* Optimize tag manager systems for streamlined data analysis.
* Data Collection and Analysis.
* Gather, clean, and organize data from various sources.
* Perform exploratory data analysis to inform marketing strategies.
* Customer Segmentation.
* Segment customers based on demographics, behaviors, and purchase history.
* Customize messages and offers for specific customer groups.
* Customer Behavior Analysis.
* Analyze user behavior on websites and apps.
* Collaborate with UX/UI teams for data-driven design.
* Content Performance Analysis.
* Evaluate content marketing effectiveness.
* Recommend content improvements based on data.
* Customer Surveys and Feedback Analysis.
* Analyze feedback data for trends and sentiment.
* Address customer concerns proactively.
* Forecasting and Predictive Analytics.
* Predict marketing trends and customer behavior.
* Support budget planning with data-driven forecasts.
* Reporting and Visualization.
* Create visually appealing data reports and dashboards.
* Utilize data visualization tools for effective communication.
* Data Quality Assurance.
* Ensure data accuracy and integrity through regular checks.
* Data-driven Recommendations.
* Generate actionable recommendations for marketing optimization.
* Collaborate on implementing recommended changes and measuring their impact.

**Employment Status**

Full-time

**Workplace**

* Work at office

**Educational Requirements**

* Bachelor degree in any discipline
* Skills Required: Facebook Ads Manager, Facebook Pixel, Google analytics, Google Tag Manager, Skilled in digital marketing

**Experience Requirements**

* 1 to 2 year(s)
* The applicants should have experience in the following area(s):  
  Digital Marketing, Digital Marketing Strategies, Facebook Pixel, Google analytics, Web Analytics

**Additional Requirements**

* Age 23 to 35 years
* Only males are allowed to apply

**Job Location**

Dhaka (Motijheel)

**Salary**

* Tk. 18000 - 25000 (Monthly)
* 1 Month Trial & 6 Months Probation Period.

**Compensation & Other Benefits**

* T/A, Mobile bill
* Lunch Facilities: Partially Subsidize
* Salary Review: Yearly
* Festival Bonus: 2
* Yearly Leave Encasement.
* Free snacks and unlimited tea.
* Prayer Place and Office Library.
* Free Medical Consultancy from in-house Doctor.
* Free Physiotherapy from in-house Consultant.
* Medical Leaves, Casual Leaves, Wedding Leave, Public Holidays as gazetted by the government and organization's decision.
* Opportunity for career growth.
* Discounts for medical tests in renowned hospitals.
* Exclusive Employee Discounts on the company's products.

**Job Source**

Bdjobs.com Online Job Posting.