

Job Description for Digital Marketing Manager – Submission for ISO 9001 Certification

Key Responsibilities:

Strategy Development & Execution: Develop, implement, and optimize comprehensive digital marketing strategies aligned with business goals, including SEO, SEM, email marketing, content marketing, and social media.

Campaign Management: Oversee the creation, execution, and optimization of paid and organic digital marketing campaigns to drive traffic and lead generation.

SEO & SEM: Lead efforts to improve organic search rankings, manage paid search campaigns (PPC), and monitor search engine trends and algorithm changes to adapt strategies accordingly.

Social Media Management: Design and execute social media campaigns across platforms (Facebook, Instagram, LinkedIn, Twitter, etc.) to engage with customers, increase brand awareness, and drive traffic.

Content Strategy & Creation: Develop content strategies for blogs, social media, newsletters, and website pages to engage audiences and boost online presence.

Email Marketing: Plan and manage email marketing campaigns, including segmentation, A/B testing, and performance analysis, to nurture leads and improve customer retention.

Analytics & Reporting: Monitor and analyze campaign performance using tools like Google Analytics, social media insights, and other analytics platforms. Provide regular performance reports and recommendations for optimization.

Website Management: Work with the web development team to optimize website performance, UX/UI, and ensure all digital marketing efforts align with the overall user experience and business objectives.

Budget Management: Oversee the digital marketing budget, allocating resources effectively to maximize ROI across various digital channels.

Market Research: Conduct market research to identify trends, customer needs, competitor activity, and new opportunities for growth within the digital space.

Brand Development: Ensure that all digital marketing efforts align with the company's brand voice, message, and positioning, maintaining consistency across all channels.

Team Leadership: Lead, mentor, and manage a team of digital marketing specialists, providing guidance, training, and fostering professional growth.

Collaboration with Other Teams: Work closely with the product, sales, and design teams to create cohesive marketing campaigns and ensure alignment with company objectives.

Customer Engagement: Use data-driven insights to refine strategies that improve customer engagement and retention through digital channels.

Crisis Management: Address any negative feedback or public relations issues that arise on digital platforms in a timely and professional manner.

Requirements:

- **Education:**

- Bachelor's degree

Experience:

- 5+ years of experience in digital marketing, with at least 2 years in a managerial or leadership role.
- Proven experience in managing and executing SEO, SEM, content marketing, and social media strategies.
- **Skills & Expertise:**
 - Strong expertise in SEO, SEM, Google Ads, and social media platforms.
 - Proficiency in Google Analytics, Google Tag Manager, and other analytics tools.
 - Excellent communication, leadership, and project management skills.
 - Strong analytical and problem-solving abilities, with a data-driven approach to decision-making.
- **Additional Skills:**
 - Experience in managing budgets for digital campaigns and achieving ROI targets.
 - Familiarity with design principles or experience working with creative teams is beneficial.
 - Experience with e-commerce marketing and lead generation strategies is an advantage.