

## **DIGITAL MARKETING MANAGER**

Marketing Department

### **POSITION OVERVIEW**

We are looking for a strategic Digital Marketing Manager to lead our online marketing efforts.

### **KEY RESPONSIBILITIES**

- Develop and execute comprehensive digital marketing strategies
- Manage SEO/SEM campaigns to increase organic traffic
- Oversee social media marketing across multiple platforms
- Analyze campaign performance and optimize for ROI
- Manage marketing budget and allocate resources effectively

### **REQUIREMENTS**

- 5+ years of experience in digital marketing
- Proven track record in SEO and SEM strategies
- Experience with Google Analytics and marketing automation tools
- Strong understanding of social media platforms and advertising
- Excellent analytical and project management skills
- Bachelor's degree in Marketing, Business, or related field

### **MUST HAVE SKILLS**

- Google Ads and Analytics certification
- Experience with CRM systems
- Content marketing and copywriting skills
- Data-driven decision making

### **COMPENSATION & BENEFITS**

- Competitive salary package
- Performance-based bonuses