# Job Description

Job Description:  
  
We are looking for an experienced and creative Marketing Specialist to join our team. As a Marketing Specialist, you will help develop and execute marketing strategies to increase brand awareness, build customer loyalty, and generate leads.  
  
Your primary responsibilities will include developing digital marketing tactics such as SEO, SEM, Social Media, etc. to drive traffic and engagement. You will also be responsible for creating, managing and executing campaigns to support various objectives.  
  
The ideal candidate will have a background in digital marketing with experience in developing and executing successful campaigns. They will be creative, detail-oriented, and have the ability to work independently as well as collaborate in a team environment.  
  
Responsibilities:  
  
• Develop and execute digital marketing campaigns, including SEO, SEM, Social Media, etc.  
  
• Monitor and analyze the performance of digital campaigns, and make adjustments as needed  
  
• Create, manage and optimize web pages and content to support marketing objectives  
  
• Manage budgets, timelines, and resources for assigned campaigns  
  
• Analyze customer data and behaviour to identify opportunities to reach target audience  
  
• Monitor industry trends and keep up with the latest marketing techniques  
  
• Implement strategies to improve customer experience and engagement  
  
• Develop and maintain relationships with key partners and influencers  
  
• Perform analysis of competitor activity and marketing performance  
  
• Collaborate with other departments to ensure marketing objectives are met  
  
Requirements:  
  
• Bachelor’s degree in Marketing, Advertising, Communications or related field  
  
• Minimum of 3 years of digital marketing experience  
  
• Knowledge of market research, segmentation and targeting  
  
• Experience with SEO, SEM, Social Media and other digital marketing channels  
  
• Excellent communication, organizational, and analytical skills  
  
• Strong creative skills with the ability to develop engaging content  
  
• Ability to manage multiple projects and meet deadlines  
  
• Proficiency in Microsoft Office Suite and other marketing related software