

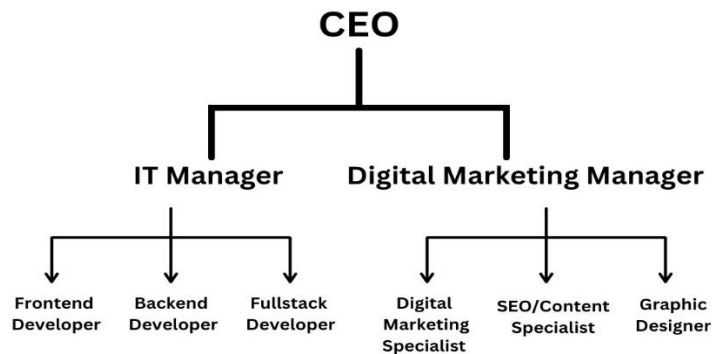
1- How many units / sub-departments are there in an IT Department?

2 departments

- Software Developer
- Digital Marketing

2- Please provide a detailed IT Organizational Chart, including roles and responsibilities.

IT Department Organizational Structure



Chief Executive Officer (CEO)

Reports to: Executive Leadership/Board of Directors

Key Roles & Responsibilities:

- Oversees the overall business strategy and vision.
- Aligns IT and digital marketing functions with business objectives.
- Drives innovation and growth across all departments, including IT and marketing.

1: IT Department

Key Units / Sub-Departments:

Software Development

System Operations

Team Structure:

I. IT Manager (Reports to CEO)

Roles & Responsibilities:

- o Manages IT developers and ensures smooth operations.
- o Oversees system security, server performance, and integrations.
- o Collaborates with brokers, compliance, and marketing teams.

II. Backend Developer

Roles & Responsibilities:

- o Optimizes backend performance and security.
- o Develops server-side logic and ensures system scalability.

III. Full-Stack Developer

Roles & Responsibilities:

- o Works on both front-end and back-end development.
- o Develops custom features like reporting dashboards.
- o Ensures system security and API stability.

2: Marketing Department

Key Units / Sub-Departments:

SEO & Content Creation

Paid Campaigns and Social Media

Creative Design

Team Structure:

1: Digital Marketing Manager (Reports to CEO)

Roles & Responsibilities:

- o Develops and implements marketing strategies for client acquisition.
- o Oversees paid campaigns, SEO, social media efforts, and design projects.
- o Coordinates with IT for website optimization and tracking.

2 : Digital Marketing Specialist

Roles & Responsibilities:

- o Manages paid ads (Google Ads, Facebook, LinkedIn).
- o Runs social media campaigns for lead generation.
- o Optimizes ad performance and tracks conversion rates.

3: SEO & Content Specialist

Roles & Responsibilities:

- o Optimizes the website for search engines (e.g., Forex keywords, landing pages).
- o Creates educational content and blog articles.
- o Analyzes performance metrics (Google Analytics, SEMRush).

4: Graphic Designer

Roles & Responsibilities:

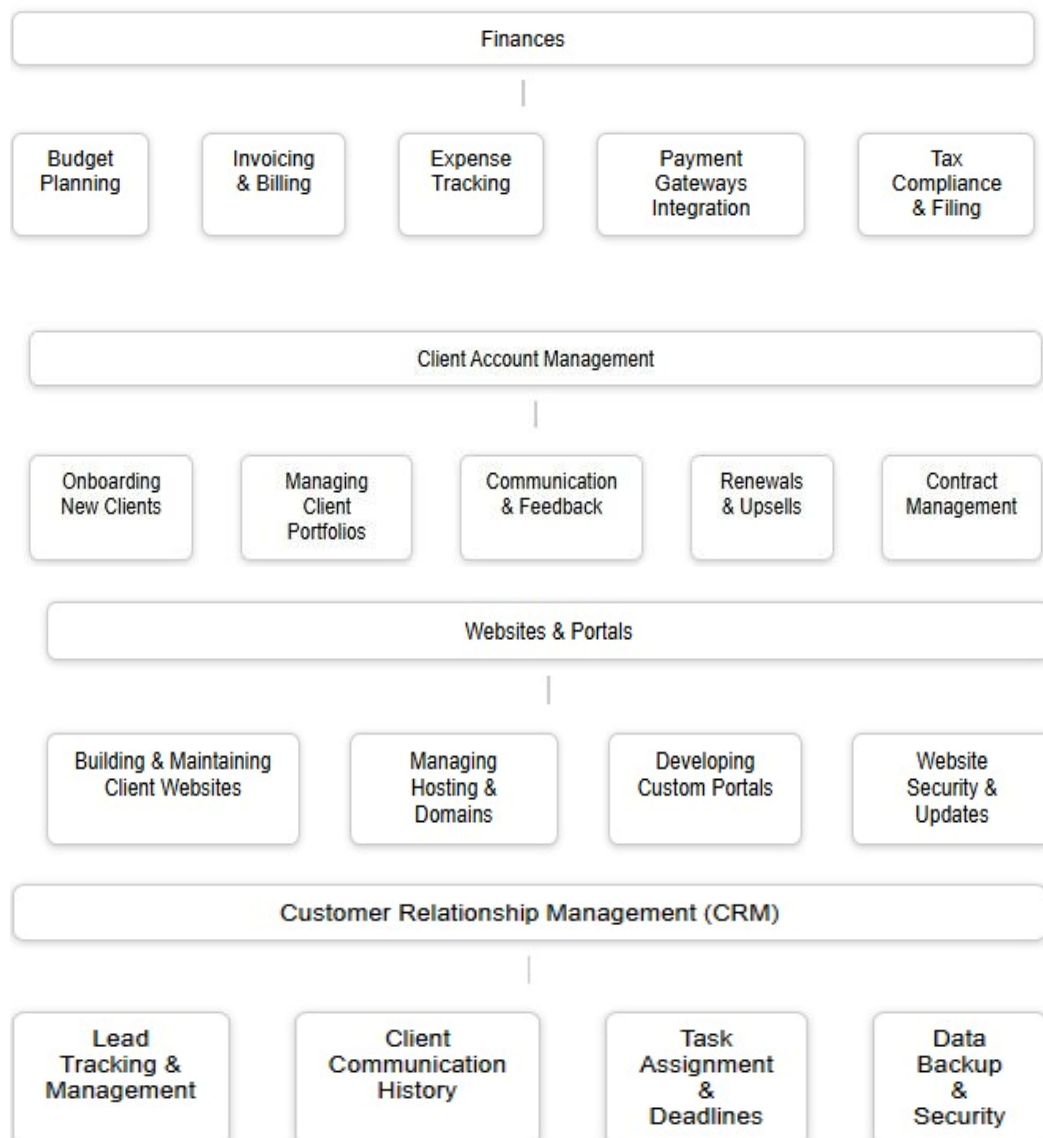
- o Designs visual assets for campaigns, social media, and the website.

- o Creates branding materials (e.g., logos, banners, brochures).
- o Collaborates with the marketing team to align visuals with strategy.
- o Optimizes graphics for digital and print media.

3- Is there any IT Strategy in Place?

YES

4- Systems Interface diagram showing all the systems and their interfaces?





5- List of vendors along with their respective service.

I. Payment Gateway Providers

- MyFatoorah

II. VoIP & Communication Solutions

- Zoiper

III. Website, Client Portal & Marketing Tools

- Google Ads & Meta Ads
- SEMrush & Ahrefs
- Whatsapp Marketing tools
- Email Marketing (Mailchimp)
- Wordpress

IV. Security & Infrastructure

- **Cloudflare** – DDoS protection and website security.

V. Bulk SMS Providers

- Bulk SMS