

Position: Manager Digital Marketing and Communication

Position Context: The expected candidate will be in charge of executing the company's digital marketing campaigns. He/she is involved throughout the campaign idea generation, planning, implementation, measurement, and optimization process. It is therefore essential that he/she has hands-on experience using various digital marketing platforms. He/she works closely with the communications and branding team to achieve specific company objectives regarding branding and communications which set by the CEO.

Roles and Responsibilities:

1. Develop the digital campaign plan for shujog.xyz.
2. Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display).
3. Manage and maintain the company's owned media including websites, mobile apps, and email/CRM software.
4. Manage the creation of relevant and engaging digital content for publishing into various digital platforms.
5. Manage social media campaigns for different projects.
6. Prepare a social media content posting and boosting timesheet.
7. Manage digital advertising campaigns (SEM, Display, Social, Programmatic).
8. Manage SEO campaigns.
9. Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
10. Analyze digital marketing analytics reports and share insights with the team to develop optimization plans.
11. Support overall communications and branding of isocial.
12. Provide creative ideas for communications content and update website.

Academic & Skill Requirement:

1. Must have Post Graduate or Graduate degree in **Marketing/Communication/Public Relations** or any related fields.
2. A minimum of **4 to 5 years of experience** in digital marketing platform.
3. Excellent verbal and written communication skills in English & Bengali language.
4. Knowledge of **digital marketing tactics, such as SEO, digital marketing with goggle analytics, and email marketing.**
5. Excellent skill set on content development & business writing.
6. Sound **analytical & presentation** skill.
7. Excellent thinking skills and the ability to exercise good judgement and solve problems quickly and effectively.

Salary: Negotiable

Employment Status: Full Time, 05 Working Days. (Weekly 40 hours)

Job Location: Banani, Dhaka.

Application Procedure

Interested applicants are requested to send their updated CVs to jobs@isocial.com.bd Please put "Deputy Manager Digital Marketing" in the subject line. Interviews will be held on a rolling basis.

Application Deadline: 07 August 2021, 11:59 PM BST.

Company Information: isocial.com.bd