

IT and Digital Marketing Manager

career.cftmgroup@gmail.com

Phone :

Web :



Job Summary

Vacancy :

Deadline : Jan 01, 1970

Published : Jul 09, 2024

Employment Status : Full Time

Experience : 1 - <3 Years

Salary : Competitive

Gender : Any

Career Level : Mid Level

Qualification :

Job Description

If you live and breathe digital marketing, we want to talk to you. We are looking for an IT/Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Key Duties:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Education & Experience

BS/MS degree in IT, Marketing or a related field Proven working experience in digital marketing Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate Experience in optimizing landing pages and user funnels Experience with A/B and multivariate experiments Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) Working knowledge of ad serving tools (e.g., DART, Atlas) Experience in setting up and optimizing Google Adwords campaigns Working knowledge of HTML, CSS, and JavaScript development and constraints Strong analytical skills and data-driven thinking Up-to-date with the latest trends and best practices in online marketing and measurement

Must Have

Educational Requirements

Compensation & Other Benefits

In accordance with company guidelines