

DIGITAL EXECUTIVE

JOB DESCRIPTION



Job brief

We are looking for an SEO/SEM manager to manage all search engine optimization and marketing activities. You will be responsible for managing all SEO activities such as content strategy, link building, and keyword strategy to increase rankings on all major search networks. You will also manage all SEM campaigns on Google, Yahoo, and Bing to maximize ROI.

Responsibilities

1.

Execute tests, collect and analyze data and results, identify trends and insights to achieve maximum ROI in paid search campaigns

2.

Track, report, and analyze website analytics and PPC initiatives and campaigns

3.

Manage campaign expenses, staying on budget, estimating monthly costs, and reconciling discrepancies.

4.

Optimize copy and landing pages for search engine marketing

5.

Perform ongoing keyword discovery, expansion, and optimization

6.

Research and implement search engine optimization recommendations

7.

Track KPIs to assess performance and pinpoint issues

8.

Develop and implement link building strategy

9.

Work with the development team to ensure SEO/SEM best practices must adequately be implemented on newly developed code.

10.

Work with editorial and marketing teams to drive SEO in content creation and content programming.

11.

Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.

CTC
10k - 18k/mon.

SOCIAL MEDIA MANAGER

JOB DESCRIPTION



Job brief

We are looking for a talented Social media manager to administer our social media accounts. You will be responsible for creating original text and video content, managing posts and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals. As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively.

Responsibilities

1.

Perform research on current benchmark trends and audience preferences

2.

Design and implement social media strategy to align with business goals

3.

Set specific objectives and report on ROI

4.

Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)

5.

Monitor SEO and web traffic metrics

6.

Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency

7.

Communicate with followers, respond to queries in a timely manner and monitor customer reviews

8.

Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)

9.

Suggest and implement new features to develop brand awareness, like promotions and competitions

10.

Stay up-to-date with current technologies and trends in social media, design tools and applications

11.

Performing research on current benchmark trends and audience preferences

CTC
10k - 18k/mon.

BUSINESS DEVELOPMENT EXECUTIVE

JOB DESCRIPTION



Job brief

We are looking for an ambitious and energetic Business Development Manager to help us expand our clientele. You will be the front of the company and will have the dedication to create and apply an effective sales strategy. The goal is to drive sustainable financial growth through boosting sales and forging strong relationships with clients.

Responsibilities

1.

Develop a growth strategy focused both on financial gain and customer satisfaction

2.

Conduct research to identify new markets and customer needs

3.

Arrange business meetings with prospective clients

4.

Promote the company's products/ services addressing or predicting clients' objectives

5.

Prepare sales contracts ensuring adherence to law-established rules and guidelines

6.

Keep records of sales, revenue, invoices etc.

7.

Produce reports for management (e.g., Data Studio)

8.

Provide trustworthy feedback and after-sales support

9.

Build long-term relationships with new and existing customers

10.

Develop entry level staff into valuable salespeople

11.

Developing a business development strategy focused on financial gain

CTC
10k - 18k/mon.