



JOB PROFILE

Job Title	Digital Marketing Executive	Function Department	Marketing
Grade	TBC	Reports To	Head of Branches & Broker Business
Scope	Tanzania	Location	Dar Es Salaam- Tanzania

Main Purpose of the Job- (Job Summary)

The objective of digital marketing is to develop strong and innovative strategies to promote the business brand, products, and services. A digital marketing professional is expected to effectively use all marketing tools and techniques like PPC, SEO, SEM, email, social media, and display advertising. Duties include performing market research, strategizing with other marketing professionals and creating content to aid in the success of marketing campaigns

Main Responsibilities

1. Plans and executes all web, database marketing, email, social media, and display advertising campaigns.
2. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
3. Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
4. Brainstorms new and creative growth strategies through digital marketing.
5. Implement and analyze performance metrics & provide internal reports on a regular basis
6. Allocate marketing investments & Plan and direct marketing campaigns.
7. Manage an organization's website and maintain it, keeping best practices in mind & Optimize content for the website and social media platforms
8. Maintaining our social media presence across all digital channels
9. Track the website traffic flow
10. Execute new and creative collaborations among technologies and platforms
11. Evaluates emerging technologies & keep up to date with current digital trends
12. Measuring and reporting on the performance of all digital marketing campaigns
13. Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
14. Gather market intelligence in order to keep abreast of the trends and enhance competitive ability

Critical Success Factors for the Job

JOB SPECIFICATIONS	Key Competencies	Relevant Experience
<p><u>Academic Qualifications</u></p> <ol style="list-style-type: none"> 1. Bachelor's Degree in marketing and/or related field from a recognized University 2. Working knowledge of HTML, CSS, and JavaScript development and constraints 3. High computer literacy especially in the use of Microsoft packages <p><u>Functional Skills</u></p> <ol style="list-style-type: none"> 1. Sound analytical, presentation, communication, and interpersonal skills 2. Ability to generate and analyze data 3. Knowledge of various metrics 4. SEO skills and knowledge 4. Self-motivated yet customer-focused 5. Proficient in marketing research and statistical analysis 6. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate 	<ol style="list-style-type: none"> 1. Solid knowledge of website and marketing analytics tools 2. Visionary Leadership 3. Entrepreneur Spirit 4. Market Awareness & Customer Focus 5. Continuous Innovation 6. Ownership & Commitment 7. Team Spirit 	<p>Proven working experience in digital marketing, particularly within the industry/Financial sector</p>

APPLICATION INSTRUCTIONS:

Please apply via recruitment@jubileetanzania.co.tz before **05th April 2022**.

Only shortlisted candidates will be contacted