**CECOS - JOB DESCRIPTION**

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| Position Title  | Digital Marketing Specialist |
| Department  | Marketing |
| Reporting To  | Manager Marketing |

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| **POSITION DESCRIPTION & PURPOSE STATEMENT**  |
| CECOS University is looking for a creative and dynamic person to join its marketing department. The incumbent will be an essential part of the team in driving all activities & campaigns. The ideal candidate will be tech savvy having a passion for concepts surrounding digital marketing. |

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| **Required Qualification, Experience and Skills**  |
| **Qualifications and Skills Required** | Bachelors/ Masters (at least 16 years of education) in relevant field  |
| **Minimum Field of** **Expertise**  | At least 2 years of relevant experience |

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| **REQUIRED JOB COMPETENCIES (Technical, Soft Skills & attitude)**  |
| *S#*  | *Competency*  | *Criticality (High / Low / Medium)*  |
| **1.**  | Meta Business Suite | High |
| **2.**  | Google Ad Manager | Medium |
| **3.** | Google Analytics, Google Search Console and other additional platforms | Medium |
| **4.** | LinkedIn Campaign Manager | Medium |
| **5.** | Knowledge of Word press, HTML & CSS | Low to Medium |
| **6.** | Knowledge of SEO | Medium |
| **7.** | MS Office Suit | Medium |
| **8.**  | Having knowledge of Adobe Suit (Photoshop, Corel draw, Illustrator, Premier Pro, After Effects) photography will be an added advantage. | Low to Medium |

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| **DUTIES AND RESPONSIBILITIES** |
| * Manage and maintain day to day operations of organization’s social media and web channels.
* Budgeting and Budget Management.
* Building Public Relations, SEO, SEM, Pay-per-click and other digital campaigns.
* Providing and Assisting Leads in the Journeys on Different Channels & Funnels.
* Creating targeted demand generation, lead nurturing & brand awareness.
* Designing and building websites, Landing pages, Data capture forms and other digital properties.
* Forecasting & Campaign goal setting.
* Management of Marketing Calendar, Marketing Plans and Marketing Program Refinement.
* Reporting & Recommendations.
* Development of Strategy, Branding & Value Proposition.
* Actively oversee the creative strategy and recommend changes where required.
* Ensure availability of latest content across all channels.
* Assist the team in overall marketing operations.
* Prepare and deliver presentations where required.
* Ensure effective end to end communication of all leads and queries along with the team.
* Development of target audience for each intake and actively participating in the outreach program.
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| **Any other** |