**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. |
| **Any other** |