

Eagle Predict is currently looking to fill one(1) Digital Marketing Position

Company: Asotele Global

Department: Digital Marketing Executive

Job Title: Digital Marketing and Business Development Executive

Report to: Marketing Head

Job Position /Grade Level: Executive

Location: Kenya (with head office in Nigeria)

Job Description

To handle all digital marketing related activities like social media management, SEO, content creation, copy writing, graphic designs, data analysis etc. for brands under the digitize marketing agency

Qualification/Experience Required

Digital Marketing Executive (minimum of 2 years' experience)

Minimum of BSc with Second Class Lower Division

Primary Duties

- Be the main custodian of social media brand pages allocated; ensuring the brands reputation is foremost in activities planned and carried out on behalf of the brand
- Responsible for creating social media strategies/contents that allocated brands can leverage on to improve the engagement and grow fan/followership on its pages, according to agreed strategic pillars.
- Responsible for taking ownership of the brand as your own; ensuring compliance always
- Developing a relationship between you, the brand and the community
- Post approved content on allocated social media pages timely and appropriately.
- Develop weekly/monthly reports for managed brands as applicable.
- Report periodically activities pertaining to brands allocated and its competitors.
- Identify trends as its applicable to brands pages in relevant categories and propose strategies for advertising
- Identify opportunities to leverage on social media for brands that we manage on Social Media.
- Provide relevant data and research to the team for references as and when required
- Support the creation and implementation of relevant media strategies for the brand
- Ensure high level of client servicing and satisfaction always
- Manage the accounts of clients and liaise with other team members where applicable

- Perform other duties as assigned by the Marketing Head, of Digitize Nigeria

Duties and responsibilities

- Deliver on assigned tasks in a manner that will enhance the achievement of the organization's overall goals and objectives
- Attend scheduled meetings and provide inputs to enhancing the effectiveness of the department's activities
- Support other members of the organization in interpreting policies and procedures
- Act on behalf of, and perform any other duties that may be assigned by senior colleagues in the department

Competency requirement

Knowledge

- Good knowledge of Social Media Management, various social platforms (existing and emerging) and backend tools.
- Good knowledge of content development and social media strategy to assist in delivering on objectives
- Experience in B2C social media, Google AdWords and email campaigns and SEO\SEM
- Good understanding of client's overall business and marketing objectives as its applicable
- Good working knowledge of the digital media space including the awareness and application of current developments in the media industry
- Good understanding of online advertising opportunities.
- Good business management, entrepreneurial and decision-making skills
- Good appreciation and working knowledge of office productivity tools
- Perfect knowledge of web analytic tools
- Good negotiating, bargaining skills and strong deal-closing skills

Behavior

- Demonstrate entrepreneurship skills and appreciate the systematic impact of various policies, issues and solutions
- Excellent attitude to work
- Good networking and relationship management skills
- Good conflict management capacity
- Good team management capability
- Willing to learn and grow with business

Skills

- Excellent knowledge on designing with Canva
- Good planning and organisation skills
- Good time management and multi-tasking skills
- Ability to manage and deliver on multiple priorities
- Excellent communication and presentation skills
- Good ability to drive effective execution of plans and change
- Good problem analysis and solving skills
- Good attention to details
- Business development capacity

Key Performance Measures

- Appropriateness of data provided to support the team
- Adherence to process policy guides
- Level of team satisfaction
- Compliance with agreed receivables collection period
- All parameters as will be shared in the sub-unit's Annual KPI requirements

Salary Range

Competative

Application

If you feel you are fit for the job, kindly send your application to enquiries@isafrica.education by COB 10th December 2021.