

JOB DESCRIPTION / JOB TITLE: DIGITAL MARKETING MANAGER
REPORTS TO THE BUSINESS UNIT LEADER

A leading Kenyan Integrated Marketing Communication Agency (IMC) seeks to recruit a Digital Marketing Manager to manage a growing and versatile Advertising Practice.

ROLE

The Digital Marketing Manager will develop, implement, track and optimize our digital marketing campaigns across all digital channels. They should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution.

RESPONSIBILITIES

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain client social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints
- Instrument conversion points and optimize user funnels
- Collaborate and manage any vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

CONSULTING

- Supports the Unit's Business Leader in providing strategic, crisis and senior level communications counsel to their clients
- Supports the Unit's Business Leader and other teams in managing organic growth and driving new business
- Has specific industry knowledge, niche and insights and utilizes them to support new business strategy
- Reviews and approves all key client deliverables and ensures timely delivery
- Tracks industry trends and offers new ideas to clients
- Provides monthly indicators on allocated business to deliver quarterly forecasts

- Works towards ensuring that annual fees are on budget
- Manages multiple accounts independently
- Demonstrates clear understanding and interest in client's business
- Demonstrates creative and strategic thinking
- Serves as liaison between client and other contracted third-party suppliers as needed is a confident presenter

SKILLS + EXPERIENCE

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing, at least five (5) years
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, motivate and eventually lead to conversions
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Experience in setting up and optimizing Google AdWords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Great problem-solving skills.
- Basic Knowledge in photo and video editing software such as Adobe.
- Proficiency in MS Office Suite.
- Ability to think strategically and identify long term trends in data.
- Great communication skills.
- Experience working with a content management system.
- Strong project management skills

Ends