

Digital Marketing Executive

Full Time. Hybrid Working.

Introduction

We are looking for a Digital Marketing Executive with some experience to assist in the planning, execution, and optimisation of our digital marketing efforts. The promotion of our brands, products and services through digital channels is a complex procedure with great potential for a growing company such as ours.

The ideal candidate would be passionate for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how we can use the Internet as a strong asset to secure growing revenue. You will be intuitive with great ideas to reinforce our marketing campaigns.

Responsibilities

- Assist in the formulation of strategies to drive consumers and businesses to purchase customised clothing through our ecommerce platforms and other services.
- Be actively involved in SEO efforts (Content creation, keyword optimisation etc.).
- Plan and monitor the ongoing organic company presence across all relevant social media platforms.
- Prepare regular digital email campaigns for various market segments.
- Provide creative ideas for content marketing and updating the company's websites
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics etc.)

Skill & Requirements

- Proven experience as Digital Marketing Executive or similar role.
- Excellent understanding of digital marketing concepts and best practices.
- Skills and experience in creative content writing.
- Experience with managing social media accounts.
- Knowledge of creating and managing email campaigns.
- Working knowledge of web analytics tools (e.g. Google Analytics).
- Analytical mindset and critical thinking.
- Excellent communication and interpersonal skills.
- Creative skills in using Adobe Creative Cloud would be desirable.