

JOB TITLE	DIGITAL MARKETING ASSOCIATE
REPORTS TO	ASSISTANT MARKETING MANAGER
<p>PURPOSE OF THE POSITION:</p> <p>The purpose of this role is to support the execution of digital marketing strategies that boost the company's online presence, manage social media channels and analyze data while collaborating with cross-functional teams to ensure marketing efforts align with company goals.</p>	
<p>KEY TASKS, DUTIES AND RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Collaborate with the marketing team to create and manage content across digital platforms, ensuring strong relationships with target audiences. • Leverage customer data to segment audiences and personalize email campaigns, ads, and content to meet diverse customer needs and expectations. • Provide market intelligence on evolving trends in the digital world to foster brand visibility and business development. • Manage digital marketing budgets, track campaign performance, and forecast costs to ensure cost-effective strategies and optimal ROI. • Optimize digital channels (SEO, SEM, social media ads) to drive traffic, generate and convert leads, monitor key performance metrics, and collaborate with marketing and sales teams to enhance business acquisition. • Execute and monitor digital marketing campaigns using automation tools, analyze performance data, and generate reports to optimize strategies and improve results. • Continuously optimize digital marketing efforts by staying updated on trends, enhancing internal processes, testing new strategies, and supporting relevant departments to improve service delivery. • Collaborate with cross-functional teams and external partners to align digital marketing efforts with company goals and ensure seamless campaign execution. • Contribute to brainstorming sessions, mentor junior team members, and train employees to enhance digital marketing expertise and effectiveness. • Maintain clear communication with stakeholders on campaign progress and proactively suggest digital marketing improvements based on insights and feedback. 	

REQUIREMENTS

- Bachelor's degree in Marketing, Business, or related field.
- 2-3 years of experience in digital marketing, content creation, or similar roles.
- Strong understanding of digital marketing channels (SEO, SEM, social media, email marketing).
- Proficient in analytics tools (Google Analytics, social media insights, etc.).
- Experience with marketing automation platforms is an added advantage.
- Creative, detail-oriented, and a problem solver with excellent communication skills.
- Experience in paid social advertising and Google Ads is an added advantage.
- Experience in the insurance, financial services, or related industries.



HOW TO APPLY:

If you are interested in the position and have the required qualifications, skills and experience, kindly [Click Here](#) and apply on or before **Thursday, February 6, 2025**.