

Assistant Digital Media Manager

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Company: AAJoyland Pvt Ltd

Location: Karachi Division

Category: sales-and-related

Managing Pavilion End Club's, Cafe Canes restaurant and fitness page digital presence through all social media platforms- Leading the entire creative department from planning till the execution of the tasks assigned by the Brand Manager- Assisting the Brand Manager in forming alliances and closing deals with different companies- Assisting the Brand Manager in generating revenues for the company through offering and pitching corporations for Pavilion End Club's internal and external branding areas- Monitoring market trends and reviewing advertising and marketing activities and reporting to the Brand Manager- Suggesting the plan of action to the higher authorities that needs to be implemented according to the recent trends for better lead generation- Identifying the weak areas in the promotional and marketing activities and overcoming them with better solutions- Coordinating marketing campaigns with the sales team- Coordinating and executing promotional campaigns with Social Media Influencers and Bloggers for brands growth and visibility- Measuring and reporting performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)- Community Management for all the social media platforms- Assisting in making quarterly budgets of club's marketing activities that includes club's DOOH marketing, ATL, BTL activities, brochures, banners, media walls & backdrops- Ensure timely preparation and delivery by vendors of all marketing collaterals- Managing regular BTL activations for the sales department each quarter- Formulating new strategies for more productivity and brand awarenessAA Joyland (PVT) Ltd. welcomes you to its extensive world of amusement and recreational possibilities. Being the pioneer in the recreational and amusement industry for about 2 decades in South Eamustakbil.com asks for your consent to

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