

## Digital Marketing Manager

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Company: Arshad Sons

Location: Lahore

Category: sales-and-related

We're looking for a social media manager to grow our followers, engage and retain them, and help convert them into leads, customers, and active fans and promoters of our company. You should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.

**Responsibilities:** Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and potentially additional channels (Snapchat, Instagram, Vine, etc.). Create shareable content appropriate for specific networks to both spread our brand and our content and links. Listen and engage in relevant social discussion about our company, competitors, and/or industry, both from existing customers and leads and from brand new audiences that don't yet know us. Run regular social promotions and campaigns and track their success, ranging from Twitter chats, to Google+ Hangouts, to LinkedIn conversations, as well as the content and links posted through these and other channels. Work alongside other marketers and content producers to help distribute content that educates and entertains our audience. Drive consistent, relevant traffic and leads from our social network presence. Explore new ways to engage and new social networks to reach our target buyers.

**Job Specification Requirements:** BA/BS degree or equivalent work experience. Active and well-rounded personal presence on social media, with a command of each network and their best practices. Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions. Bonus experience and skills include Adobe Creative Suite, demand generation marketing, inbound marketing, and blogging. Able to juggle multiple projects at once. Past experiences in

marketing, customer support, and/or IT preferred. The company specialises in facilitating international brands as franchising partners and is in the fashion retail sector with the Master franchises of a number of international brands like:- Quiz UK (www.quizclothing.com)- Moda in Pelle UK ( mustakbil.com asks for your consent to use your personal data to: perm\_identity Personalised ads and content, ad and content measurement, audience insights and product development devices Store and/or access information on a device Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in our privacy policy where you can withdraw consent.

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