

Digital Marketing Office Manager

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Company: Boldcrowdmedia

Location: Karachi

Category: other-general

Company Information: Bold Crowd Media provides SEO, Social Media & Website Design Services to Local and International Clients. At our new office in Clifton Karachi, we are looking to build a team of dynamic, growth oriented and hard working individuals, who want to work and grow long term with us. Job Description: If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing (SEO, Social Media and Website Design) Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

You will be responsible for running the office and leading a team of 6-8

people. Responsibilities Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns

Design, build and maintain social media presence for the clients.

Measure and report performance (weekly and monthly) 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

Oversee all website design and re-design projects.

Oversee all graphic design projects.

Oversee all SEO activities across clients. Job Specification Bachelors and Masters degree in marketing or a related field

3+ years of experience in digital marketing

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 and motivate

Experience in optimizing landing pages and user funnels

Solid knowledge of website analytics tools (e.g., Google Analytics, SEM Rush, WordTracker, etc)

Working knowledge in design and development of wordpress

Strong analytical skills and data-driven thinking

Up-to-date with the latest trends and best practices in online marketing and measurement

Experience with direct client relationship responsibilities includes regular reporting, collaborative strategic planning, and performance management

Experience with Google and Bing's services, including AdWords, Google Analytics, Google Webmaster Tools, Bing SEO Analyzer

Strong Excel skills

Ability to handle multiple tasks in a fast-paced environment, under tight deadlines

Demonstrated analytical skills

Strong verbal and written communication skills

Detail-oriented and organized

Should be available to work after hours and on weekend if required. Salary & benefits (otherwise known as the good stuff): We reward people who reward us. It's that simple.

Salaries are highly competitive, and the benefits are generous. Highlights include: Base Salary + Benefits: 50,000 - 60,000/Month Depending on Experience.

80,000 Year end bonus on exceptional performance.

10% increase in salary every year

Marketing and Advertising - Karachi, Pakistan About Us Bold Crowd Media provides SEO, Social Media & Website Design Services to Local and International Clients. At our new office in Clifton Karachi, we are looking to build a team of dynamic, growth oriented and hard working individuals, who want to w

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