

Digital Marketing Office Manager

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Company: Boldcrowdmedia

Location: Karachi Division

Category: sales-and-related

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 wordpressStrong analytical skills and data-driven thinkingUp-to-date with the latest trends and best practices in online marketing and measurementExperience with direct client relationship responsibilities includes regular reporting, collaborative strategic planning, and performance managementExperience with Google and Bing's services, including AdWords, Google Analytics, Google Webmaster Tools, Bing SEO AnalyzerStrong Excel skillsAbility to handle multiple tasks in a fast-paced environment, under tight deadlinesDemonstrated analytical skillsStrong verbal and written communication skillsDetail-oriented and organizedShould 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 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 developmentdevices 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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