

## Digital Marketing Specialist

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Company: Link House

Location: Islamabad

Category: other-general

### Digital Marketing Specialist

Link House, PakistanWe are looking for a Digital Marketing Specialist to develop and manage digital marketing campaigns. You will be responsible for planning, implementing and monitoring the company's Digital Media strategy in order to increase brand awareness, improve marketing efforts and increase sales.

#### Responsibilities:

Define and manage the overall look and feel of the brand, define brand guidelines, establish concepts and provide direction in support of strategic marketing objectives.

Oversee digital analytics to achieve required targets, track success and refine strategy for all digital channels – i.e. Website, SEO, SEM, social media activity, and more.

Generate, edit, publish and share daily content including original text, dedicated hash tags, images, creative visuals, preferably gifs & videos or HTML that builds meaningful connections and engages community members.

Set up and optimize company pages within each platform to increase the visibility of the company's social content.

Create proper campaign calendars for each campaign.

Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.

Job SpecificationFresh or 1 years Experienced in Digital/Social Media Marketing, Communication, and Design .

Ability to translate marketing and creative needs into user and technical requirements is

key.

Excellent communication skill in English

Entrepreneurial personality with creative and analytical mindset

Excellent planning, organizational and time management skills with an ability to achieve multiple targets and deadlines.

Information Technology and Services - Rawalpindi, Pakistan

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