

## Digital Marketing Specialist

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Company: Circles Life

Location: Pakistan

Category: business-and-financial-operations

### Responsibilities:

Running company social media advertising campaigns.

Formulating high-quality novel written and visual content for each social media campaign.

Building a social media presence by maintaining a solid online presence.

Monitoring the company's brand on social media.

Building brand awareness by engaging relevant influencers.

Managing our online communities to ensure respectful and appropriate engagement.

Responding to comments on each of our accounts.

Overseeing customer service provided via social media.

Analyzing data to determine whether social media campaigns have achieved their objectives.

Perform research on current benchmark trends and audience preferences

Design and implement social media strategy to align with business goals

Set specific objectives and report on ROI

Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)

Monitor SEO and web traffic metrics

Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency

Communicate with followers, respond to queries in a timely manner and monitor customer reviews

Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)

Suggest and implement new features to develop brand awareness, like promotions and competitions

Stay up-to-date with current technologies and trends in social media, design tools and applications

**Requirements:**

Excellent copywriting skills

Min 2 years of experience

Ability to deliver creative content (text, image and video)

Solid knowledge of SEO, keyword research and Google Analytics

Knowledge of online marketing channels

Social media marketing experience.

Experience developing social media strategies.

Experience working with and developing a marketing plan.

Ability to develop the right voice for each social media platform.

Proven ability to build social media communities.

Understanding of graphic design principles.

Experience as a Brand Manager on social media.

Ability to measure the success of campaigns.

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