

Digital Media Marketing Project Coordinator

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Company: Digital Orange

Location: Lahore

Category: other-general

DepartmentMarketing

LocationLahore, PK

Job TypeFull Time

QualificationsBachelor

Experience1 Years

Offered Salary30k - 70k PKR

We are seeking a talented and dynamic individual to join our team as a Digital Media Marketing Project Coordinator. In this role, you will be responsible for coordinating and executing social media marketing campaigns and digital initiatives to drive brand awareness, engagement, and customer acquisition. You will collaborate with various teams, including marketing, content creation, design, and analytics, to ensure the successful implementation and optimization of digital marketing projects.

Responsibilities:

1. Develop and implement social media marketing strategies and campaigns across various platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
2. Coordinate the planning, creation, and scheduling of engaging and relevant social media content, including posts, images, videos, and infographics.
3. Monitor social media channels, respond to inquiries, comments, and messages in a timely and professional manner, and engage with the online community.
4. Analyze social media metrics and generate reports to measure the performance and effectiveness of campaigns, providing actionable insights for optimization.

5. Collaborate with the content creation team to develop compelling and shareable content that aligns with the brand's voice and objectives.
6. Coordinate with the design team to ensure visually appealing and consistent branding across social media platforms.
7. Stay up to date with the latest trends, best practices, and emerging platforms in social media marketing and digital advertising.
8. Collaborate with internal stakeholders to support the integration of social media marketing initiatives into broader marketing campaigns.
9. Assist in the planning and execution of digital advertising campaigns, including ad creation, targeting, budget management, and performance tracking.
10. Monitor industry trends and competitors' activities to identify opportunities for innovation and improvement.

Qualifications:

1. Bachelor degree in marketing, communications, or a related field.
2. Proven experience in social media marketing and digital advertising, preferably in a project coordination or similar role.
3. Strong understanding of social media platforms, trends, and best practices, including knowledge of algorithm changes, content formats, and engagement strategies.
4. Proficient in using social media management and analytics tools, such as Hootsuite, Buffer, Sprout Social, Google Analytics, and social media advertising platforms.
5. Excellent written and verbal communication skills, with the ability to create compelling and engaging content.
6. Creative thinking and problem-solving skills, with the ability to generate innovative ideas and adapt to changing trends.
7. Strong organizational and project management abilities, with attention to detail and the ability to prioritize and multitask in a fast-paced environment.
8. Knowledge of SEO principles and practices is a plus.
9. Familiarity with graphic design tools, such as Adobe Photoshop or Canva, is desirable.
10. A passion for social media, digital marketing, and staying up to date with the latest industry trends.

As a Social/Digital Media Marketing Project Coordinator, you will play a vital role in enhancing our brand presence, engaging with our audience, and driving the success of our digital marketing initiatives. If you have a passion for social media marketing, strong

project coordination skills, and a creative mindset, we would love to hear from you.#J-18808-Ljbffr

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