

Director Digital Marketing

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Company: Creativechaos

Location: , , Pakistan

Category: other-general

Job Summary:The Director of Digital Marketing must be a seasoned professional responsible for overseeing the entire digital marketing strategy to ensure our B2B solution gains significant traction in the market. This role requires coordinating among different sub-teams, setting up a robust digital marketing team, and ensuring that all digital marketing goals are met, primarily aimed at generating inbound leads.

Duties and Responsibilities:

- 1. Strategy Development and Execution:** - Develop, implement, and manage a digital marketing strategy that promotes our B2B solution to the target audience. - Ensure the strategy is cohesive and aligns well with our company's goals and brand guidelines.
- 2. Team Setup and Coordination:** - Establish and lead a digital marketing team comprising of Content Strategist/Creator, SEO Specialist, Social Media Manager, Email Marketing Specialist, Paid Media Specialist, Analytics/CRO Specialist, Graphic Designer, Web Developer, and CRM/Marketing Automation Specialist. - Foster a collaborative environment within the team and ensure seamless coordination among sub-teams.
- 3. Lead Generation:** - Design and oversee all aspects of our digital marketing department and take full responsibility for inbound leads through various marketing strategies. - Develop and monitor campaign budgets.
- 4. Performance Monitoring and Optimization:** - Monitor daily performance metrics to understand organic search performance across multiple global markets. - Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- 5. Technology and Resource Management:**- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer

touch points.6. Reporting:- Prepare accurate reports on our marketing campaign's overall performance. - Analyze trends and insights, and optimize spend and performance based on the insights. Proven experience in digital marketing, particularly in B2B or B2C SAAS-based products sold to customers in the US. Demonstrable experience leading and managing SEO/SEM, marketing database, email, and social media teams. Proven experience with getting inbound leads, meeting revenue quotas and targets Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate. Strong analytical skills and data-driven thinking. Up-to-date with the latest trends and best practices in online marketing and measurement. Excellent communication and interpersonal skills.

#J-18808-Ljbffr

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