

E-Commerce & Marketing Manager

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Company: Futureglobalitsolutions

Location: , , Pakistan

Category: other-general

Job Summary

Based on Remote Work , the e-commerce and Marketing Manager would be responsible for planning, developing, customizing and implementing marketing strategies across the Middle East & Europe . The role also involves managing eCommerce and customer service platforms as well as the creation and application of Future Global IT Solutions digital sales, marketing and logistic strategies via the Future Global IT Solutions eCommerce platform, in-store tablet and social media platforms as well as online marketplaces, with the objective of driving net sales while maintaining luxury market positioning. This role requires an understanding of retail and digital marketing; customer service, social media advertising. The position is also responsible for directing the efforts of PR agencies in the region and coordinating at the strategic and tactical levels with the other departments of the brand's regional offices.

Responsibilities

Digital sales & marketing

1. Manage e-commerce activities including site maintenance and site enhancement, which involves regular updating of bugs and support issues in issue tracking software, testing of new deployments.
2. Manage customer service tracking and responses, including creation and implementation of best practices.
3. Develop creative marketing plans for Future Global IT Solutions, social media platforms

to ensure active engagement between the brand and online customers.

4. Optimize digital platform content and design to meet sales objectives.

5. Identify opportunities for the brand to use digital technology to enhance their overall marketing mix: product, price, place, or promotion.

Qualifications

Required:

Minimum of 3-6 years' experience preferably in marketing (communications/public relations also accepted) with demonstrated success, preferably in E-commerce or online Store.

Bachelor's degree in marketing or communications preferred. Graduate degree in a related field is desirable.

Past experience working in luxury, IT or College, University or any Digital marketing and/or communications is preferred.

Applicants must be fluent in written and spoken English and preferably in Arabic as well. because of GCC country need to be cover for business.

Only shortlisted candidates will be notified. Note: This job only for REMOTE WORK

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Cross References and Citations:

1. **E-Commerce & Marketing Manager** [Vietnamjobs Jobs , , Pakistan Vietnamjobs](#) ↗

2. **E-Commerce & Marketing Manager** [Flutterjobsnearme Jobs , , Pakistan Flutterjobsnearme](#) ↗

3. **E-Commerce & Marketing Manager** [Highestpayingjobs Jobs , , Pakistan Highestpayingjobs](#) ↗

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