

Logistics & Supply Chain Management / Social Media Marketing

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Company: ILS Group

Location: Islamabad

Category: other-general

Logistics & Supply Chain Management / Social Media Marketing

ILS Group, Pakistan We are looking for very experienced candidates however excellent command in Logistics & Supply Chain Management / Social Media Marketing .

We appreciate and encourage our Employees for their good performance. Company provides full training. We are looking for very experienced candidates however excellent command in Logistics & Supply Chain Management / Social Media Marketing .

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Job Specification Producing and editing content like social media posts, videos, e-books, infographics, presentation decks and webinars

Create social media strategies

Ensure brand consistency in marketing and social media messages by working with various company department members

Provide training and guidance to social media and marketing team members on social media implementation best practices and strategies

Collect customer data and analyse interactions and visits, plus use this information to create comprehensive reports and improve future marketing strategies and campaigns

Report progress to senior management

Grow and expand Biktter's social media presence into new social media platforms, plus increase presence on existing platforms including Facebook and LinkedIn

Research and monitor activity of company competitors

Create and distribute engaging written or graphic content in the form of e-newsletters, web pages, blog content and social media posts

Bachelor's degree in marketing, communications, advertising or in a related field;

Proven track record of creating and executing multi-channel, integrated marketing campaigns using tactics that include virtual events, live events, social media

Outstanding communications skills – written and verbal

Demonstrable experience in marketing together with the potential and attitude required to learn

Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate

Solid knowledge of website analytics tools (e.g., Google Analytics, WebTrends, etc.)

A sense of aesthetics and a love for witty communication

Up-to-date with the latest trends and best practices in online marketing

Tech Industry marketing experience would be a plus

Logistics and Supply Chain - Rawalpindi, Pakistan

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