

Marketing Executive

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Company: DesParking

Location: Pakistan

Category: other-general

DesParking has been created to make parking more affordable, more reliable, and more sustainable. Our easy-to-use platform connects drivers with parking spaces, driveways and garages across the UK. Think of it as Airbnb for parking. Our world-class technology helps parking space owners and operators drive efficiency and increase revenue from their unused or under-utilised parking assets, whilst helping drivers find and book parking in seconds - so they can save time, money and avoid parking stress.

The Role

You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Working with content marketing and design teams to create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Planning and control of the digital marketing budget and spend by allocating budgets to different channels.

Using A/B testing to optimise digital marketing performance.

Analysing the results and effectiveness of campaigns to deliver actionable insights and

recommendations and generating monthly reports on the digital marketing portfolio.

Driving performance marketing via SPECIFIC_EXPERIENCE.

Ideal Profile

You have at least 1 year experience ideally in Customer Service or Digital Marketing within IT, Media & Entertainment and Internet industry.

Experience within would be a strong advantage.

You have working knowledge of IT Services, Computers and Call Centre

You pay strong attention to detail and deliver work that is of a high standard

You are a self-starter and demonstrate a high level of resilience

You are highly goal driven and work well in fast paced environments

What's on Offer?

Opportunity within a company with a solid track record of performance

Flexible working options

Strong opportunities to progress your career

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