

Marketing Manager

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Company: FJ Travels & Tours

Location: Lahore

Category: other-general

Marketing Manager

FJ Travels & Tours, Pakistan FJ TRAVELS & TOURS is looking for a Marketing Manager who is motivated, creative and has the ability of Creating and assigning marketing jobs to team members and creating reports for management, can contribute to the strategy and execution of digital media ads to help us generate leads through different social platforms.

Designing and overseeing all aspects of our digital marketing department including our marketing database, email, Social Media, Mobile and advertising campaigns

Able to plan, execute and manage social media marketing campaigns for our different projects independently.

Lead generation from Social media platforms and Google ads

Maintaining websites and looking at data analytics.

Preparing accurate reports on our marketing campaign's overall performance.

Provide creative ideas for content marketing and update the website.

Design, build and maintain our company's online presence (Facebook, Instagram, etc.)

Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Identifying the latest trends and technologies affecting our industry. Brainstorms new and creative growth strategies through digital marketing.

Overseeing and managing all contests, giveaways, and other digital projects.

Job Specification MBA degree in marketing or relevant field

A minimum of 2 to 4 years of experience in online and offline marketing

In-depth knowledge of various social media platforms, best practices, and website analytics

Highly creative with excellent analytical abilities

Outstanding communication and interpersonal skills.

Up-to-date on the latest trends and technologies in digital marketing. #J-18808-Ljbfrr

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