

## Social Media And Email Marketing Manager

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Company: ArcPoint Technologies

Location: Karachi

Category: other-general

### Social Media And Email Marketing Manager

ArcPoint Technologies, PakistanDo you know what it takes to grow an online community?

We're looking for a social media manager to manage our social media accounts by implementing strategies and tactics that grow our followers, engage and retain them, and help convert them into leads, customers, and active fans and promoters of our company.

You should have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience. You'll also be expected to develop and track email campaigns to ultimately increase our business' email marketing success.

Responsibilities:

Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.

Create shareable content appropriate for specific networks to spread both our brand and our content.

Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.

Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.).

Drive consistent, relevant traffic and leads from our social network presence.

Explore new ways to engage and identify new social networks to reach our target buyers.

Track, measure, and analyze all initiatives to report on social media ROI.

Grow our email list organically, not through bought or rented lists.

Manage various email campaigns, including the template designs, calls-to-action, and content used in our email sends.

Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).

Measure results and optimize the lead nurturing workflows for these segments to convert leads into customers.

Work to minimize list decay and unsubscribes while increasing the productivity of our email sends.

Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

**Job Specification Requirements:**

Minimum Bachelors degree or equivalent work experience.

Active and well-rounded personal presence in social media, with a command of each network and their best practices.

Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.

Bonus experience and skills include Adobe Creative Suite, demand generation, inbound marketing, and blogging.

Past experience with email marketing, lead nurturing, marketing automation, and web analytics.

Proficiency in email marketing and marketing automation technology.

Excellent writer and communicator (in both the written and verbal form).

Information Technology and Services - Karachi, Pakistan

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