



Job Description

Job Title	Digital Marketing Strategist
Job Category	Marketing Department
Reporting to	Marketing Manager
Location	Mkalles Industrial District
Working days	5 days a week (Monday-Friday) from 10:00 am to 6:00 pm
Main Focus	You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing managers will work with the marketing team, supporting teams (such as programmers), and vendors to launch campaigns on time and on budget.

Work Relations and Reporting Process

- Work closely with the team on daily tasks, and report to Marketing Manager ensuring daily work coordination
- Work closely with the Marketing Manager regarding digital marketing campaigns from concept to execution.

Duties and Responsibilities

Digital Marketing Manager responsibilities:

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising



- Maintaining our social media presence across all digital channels
- Measuring and reporting on the performance of all digital marketing campaigns

Responsibilities

- Develop, implement, track and optimize our digital marketing campaigns across all digital channels.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Creative thinking for content calendar creation across all brands
- Additional marketing duties as needed

Skills

- Critical thinker with strong problem-solving and research proficiencies.
- Ability to comprehend and interpret competitor strategies and consumer behavior.
- Expert knowledge of Content Management Systems (CMS).
- Ability to gather large amounts of data and convert it into meaningful analysis.
- Solid organizational skills and detail-oriented.
- Ability to work under pressure and meet strict deadlines.
- A creative mind with superb written and verbal communication skills.
- Ability to simplify complex information into a user-friendly format.



Qualifications and Requirements

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Experience in e-commerce marketing and driving online sales
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Confidentiality

All documents are confidential and should not be shared with a third party without the consent of the General Manager and Marketing Manager.

Job Application

Interested candidates are asked to send an updated CV and a cover letter expressing their interest and qualifications to the **Ms. Jana Oueini the HR Manager** at the following email address: **jana@fabricaid.me** Please mention the position title in the subject of your email.