

Digital Marketing Executive

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Company: iT Gurus Software

Location: Lusaka

Category: other-general

Digital Marketing Executive

Digital Marketing Executive Experience : 1 year to 5 Years

Job Responsibilities

Develop and manage digital marketing campaigns.

Oversee a social media strategy.

Continually work on the Search Engine Optimization of the website(s).

Fix any errors or bugs in online content.

Arrange webinars and webcasts.

Proficient with Social Media Optimization (SMO)

Strong analytical skills

Liaising with design teams for designs

Strategic Link Building, Forum Participation

Perform Directory and Blog Submissions

Skills We Are Seeking:

Google Ad Words & Face book Adverts

Blogs, Newsletters, Press Releases

Face book, Twitter, LinkedIn, Instagram etc.

SEO (Search Engine Optimization)

SMM (Social Media Marketing)

PPC (Pay Per Click) experience.

Lead generation

Email marketing

Video marketing

Face book Fan Pages

Education

Any Graduate, Postgraduate - Any Specialization, Graduation/Post Graduation Not Required

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