

Digital Marketing Manager (Zambia)

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Company: Ad Talent Africa

Location: Lusaka

Category: other-general

WHO ARE WE: leading FMCG business in Africa

WHO ARE WE LOOKING FOR: digital marketing and website manager to work from Zambia who has previously worked within the African market.

WHAT WILL YOU DO:

You will be directly responsible for developing and executing the organisation's digital marketing strategies, managing social media platforms, and ensuring the seamless maintenance and optimization of the website.

Play a pivotal role in fortifying the online presence, amplifying brand visibility, and driving unparalleled engagement with the target audience.

·Take charge of developing and executing highly impactful digital marketing strategies that will propel the various brands to new heights, resulting in increased brand awareness, exponential website traffic, and exceptional lead generation.

Harness the power of our social media platforms, expertly managing and curating our brands across a diverse range of channels, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Craft captivating, on-brand content that captivates our audience, leveraging

persuasive storytelling techniques and visually stunning elements to create an unforgettable social media presence.

Create lasting connections with our online communities, actively engaging followers with curated brand content, responding to comments and messages, and cultivating unwavering brand loyalty and customer satisfaction.

Develop and execute high-impact paid social media advertising campaigns, flawlessly managing budgets, laser-targeting audiences, and meticulously tracking performance to drive exceptional results.

Master the art of search engine optimization (SEO), employing sophisticated strategies to optimize website content, catapult search engine rankings, and drive an unprecedented surge in organic traffic.

Oversee the seamless maintenance and optimization of company's website, ensuring unparalleled accuracy, impeccable functionality, and an unparalleled user experience.

WHAT DO YOU NEED:

Education

Preferred master's degree in marketing, Digital Marketing, Communications, or related field

Experience

5+ years or the equivalent in depth experience of digital marketing, social media platforms, and website management.

Competencies

Proficiency in Social media Management Tools, Web Analytics, SEO Techniques, and Content Management System.

Exceptional written and Verbal communication skills, adept at crafting captivating content.

Innate creativity, consistently generating innovative ideas that revolutionize engagement and fuel brand expansion.

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