

## Growth Hacking specialist

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Company: Saphunt

Location: Zambia

Category: other-general

### The Offer

Strong opportunities to progress your career

Flexible working options

Work alongside & learn from best in class talent

### The Job

#### You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Working with content marketing and design teams to create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Planning and control of the digital marketing budget and spend by allocating budgets to different channels.

Using A/B testing to optimise digital marketing performance.

Analysing the results and effectiveness of campaigns to deliver actionable insights and

recommendations and generating monthly reports on the digital marketing portfolio.

Working closely with the business to create an effective content marketing strategy and editorial plan in line with business objectives.

Developing and executing content marketing campaigns to drive traffic, engagement, leads, sales and customer retention.

Developing and managing the editorial calendar to ensure deadlines are met.

Generating engaging content for thought leadership pieces, websites, social platforms and marketing collateral.

Managing relationships with external marketing agencies.

Ensuring consistency of brand voice, style and tone across all content.

## **The Profile**

You have at least 3 years experience ideally in Content Marketing or Digital Marketing within Internet industry.

You have the ability to develop engaging content for a wide range of audiences.

You are a creative marketing professional, preferably with a strong content creation and writing background.

Experience within would be a strong advantage.

You are highly goal driven and work well in fast paced environments

You possess strong analytical skills and are comfortable dealing with numerical data

You pay strong attention to detail and deliver work that is of a high standard

## **The Employer**

Our client is a progressive and flourishing prop trading firm, and trading education provider.

Our client is based in London, and at the moment have a team of highly trained properly trading professionals, managing the company's extensive funds on our City of London based trading floor.

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