

## JOB TITLE: DIGITAL MARKETING EXECUTIVE

### JOB PURPOSE

Develops strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to organization pages and generate interest in programs. Creates engaging written, graphic, and video content while staying up-to-date on latest marketing technologies and social media.

### JOB DUTIES

- > Plans and executes all web, **SEO/SEM**, email marketing, social media and advertising campaigns.
- > Designs, builds, and maintains Bright Future's **social media** presence as per annual plan with a focus on increasing brand value, building engagement and collaboration.
- > Plans and executes all **ad campaigns** - social media and Google Ads and reports progress.
- > Assist in developing engaging online **content** including forums, videos, graphics, and blogs; monitor and analyse content success while adhering to brand guidelines.
- > Meeting targets set towards **lead generation** and **digital fundraising** as per annual plan by using latest tools and techniques of digital marketing.
- > Building and revising plans according to progress.
- > **Collaborates** with agencies and other vendor partners
- > Adhering closely to **deadlines** and to **budget**, developing and revising ideas, and implementing projects.
- > **Measures** and **reports** performance of all digital marketing campaigns and assesses against goals.
- > Keep abreast of new social media developments, web technologies, and digital marketing trends. Constantly innovate, brainstorm and present creative growth strategies. Implement these in developing campaigns and **update** current campaigns to include new information.

### Skills and Qualifications

- > Bachelor's Degree in Advertising or Marketing
- > 1-4 years of experience in Marketing
- > Strong Written and Verbal Communication Skills
- > Self-Motivated, Strong Leadership Skills, Team-Oriented, Goal-Oriented, Strong Attention to Detail
- > SEO, PPC, Google AdWords, Content Management Systems, Photoshop, InDesign, Social Media Marketing skills, editing skills