

Digital Marketer

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Company: Fuzu

Location: Nigeria

Category: business-and-financial-operations

Job Summary

Contract Type:

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Job Description

As a Digital Marketer, you will be responsible for developing, implementing, and managing digital marketing campaigns that effectively promote our brand, products, and services across various online platforms.

Your expertise in digital strategies, data analysis, and creative content will drive our online presence and contribute to the achievement of our marketing objectives.

Qualifications

Bachelor's Degree in Marketing, Business, or a related field.

Proven experience as a Digital Marketer or in a similar role.

Proficiency in digital marketing tools, platforms, and analytics.

Strong understanding of SEO, SEM, social media, and email marketing.

Excellent written and verbal communication skills.

Creative mindset with the ability to generate innovative ideas.

Analytical skills to interpret data and draw actionable insights.

Familiarity with web development and content management systems is a plus.

Responsibilities

Digital Campaign Strategy:

Plan, execute, and optimize end-to-end digital marketing campaigns.

Develop strategies to drive online traffic, engagement, and conversions.

Identify target audiences and devise effective ways to reach them.

Content Creation and Management:

Create compelling and relevant content for various digital channels.

Manage content calendars and ensure consistent messaging.

Collaborate with design and content teams to produce high-quality visuals and copy.

Social Media Management:

Manage social media accounts and create engaging content.

Monitor social media trends and incorporate them into the strategy.

Interact with followers, respond to comments, and manage online communities.

Search Engine Optimization (SEO):

Conduct keyword research and optimize website content for SEO.

Monitor website performance using analytics tools and make data-driven improvements.

Stay updated with search engine algorithm changes and industry best practices.

Pay-Per-Click (PPC) Advertising:

Create and manage PPC campaigns across platforms like Google Ads and social media.

Monitor budgets and adjust bids to optimize campaign performance.

Analyze and report on ad performance metrics.

Email Marketing:

Develop email marketing campaigns, including segmentation and A/B testing.

Create engaging email content and track open rates, click-through rates, and conversions.

Ensure compliance with email marketing regulations.

Data Analysis and Reporting:

Monitor digital marketing analytics and produce regular performance reports.

Analyze data to identify trends, insights, and areas for improvement.

Make data-driven recommendations for campaign enhancements.

Website Management:

Collaborate with web developers to maintain and update the company website.

Ensure the website is user-friendly, mobile-responsive, and optimized for conversion.

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