

Digital Media Specialist

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Company: Fadac Resources

Location: Lagos

Category: arts-design-entertainment-sports-and-media

Job Description

Our client is Africa's leading cybersecurity and compliance management company, they provide Information Security, Risk Management, Cybersecurity, and Compliance Management solutions to SMEs, corporations, and government institutions. Due to expansion, they are currently in need of a **Digital Media Specialist**.

Location: Lekki, Lagos

Job Responsibilities:

- Developing and implementing digital marketing strategies across various channels such as search engines, social media, email, display advertising, and mobile platforms.
- Creating and curating content for digital channels, including website content, social media posts, blog articles, videos, and graphics.
- Managing and optimising paid advertising campaigns on platforms like Google Ads, Facebook Ads, LinkedIn Ads, and other ad networks.
- Analysing campaign performance metrics and using data-driven insights to refine strategies and improve results.
- Monitoring industry trends, consumer behaviour, and competitor activities to identify opportunities for innovation and optimization.
- Collaborating with internal teams or external agencies to coordinate cross-functional digital marketing initiatives.

- Staying updated on emerging technologies and best practices in digital marketing and media to maintain a competitive edge.

Job Requirements:

- Bachelor's degree in digital marketing, Marketing, Communications, or a related field.
- Vast work experience in digital marketing or a relevant role.
- Demonstrable portfolio of successful digital campaigns or projects.
- Strong knowledge of digital media platforms, tools, and best practices.
- Proficiency in using analytics tools to track and measure campaign performance.
- Familiarity with digital advertising regulations and privacy laws.
- Ability to work independently and collaboratively in a team environment.
- Strong problem-solving skills and ability to adapt to changing priorities and requirements.
- Excellent communication and interpersonal skills.
- Relevant certifications in digital marketing or related areas are a plus.

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