

Digital Marketer Job Description template

Digital Marketer Job Description Template/Brief

We are hiring a digital marketer with a lot of creativity to head our marketing team. You will be in charge of all areas of our marketing activities in this job. Your primary aim is to assist expand our brand's local impact while also enhancing brand loyalty and awareness.

Digital Marketer Job Profile

A Digital Marketer is a professional that works on numerous marketing strategies to maintain a brand's online presence and sales. Their responsibilities include researching, brainstorming with other experts, and developing content for effective campaigns.

Reports To

- Business Lead
- Marketing Manager
- Social Media Manager

Digital Marketer Responsibilities

- Write and post content for the organization's website
- Create and send out email marketing campaigns
- Provide accurate reports and analyses to clients and corporate management to demonstrate a triumphant return on investment (ROI)
- Investigate new online media options that may assist the firm, such as mobile, social media, and the creation of blogs and forums
- Create website banners and help with web visuals
- Interact with customers, affiliate networks, and affiliate partners
- Do keyword research and report on web statistics
- Help with social media engagement and brand awareness initiatives
- Monitor the performance of client websites using web analytics tools and give recommendations for improvement
- Handle e-communications and contribute to corporate and industry blogs
- Assist with paid media, which includes dealing with digital advertising firms
- Create and implement content marketing strategies
- Keep abreast of current digital developments
- Maintain the contact database and aid with lead creation efforts
- Bargain with media providers to get the best possible pricing for clients

Digital Marketer Requirements & Skills

- Excellent verbal communication skills for conveying ideas to coworkers and clients
- Excellent written communication abilities are required for the creation of high-quality material
- Precision and attention to detail
- The capacity to operate alone and adaptably
- The ability to prioritize and work on numerous projects at the same time
- The ability to collaborate as a member of a team
- Organizational abilities, as well as the capacity to produce a large volume of high-quality work
- Ability to think creatively to contribute fresh and original ideas
- The capacity to operate well under duress and fulfil deadlines
- Analytical and networking abilities
- Understanding of current and developing social media platforms