

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CC-798-2022
Company Name	Multilane
Industry	High-Technology
Vacancy	Digital Marketing Specialist
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full time position
Major(s)	Digital Marketing, Marketing or Communications
Degree	Bachelor
Years of Experience	3 to 5 years
Location	Houmal, Lebanon
Remuneration & Benefits	NSSF+ insurance
Currency (LBP, Dollar, Lollar)	Confidential
Tasks & Responsibilities	<p>Main Tasks and Responsibilities</p> <ul style="list-style-type: none"> • Design digital media campaigns aligned with business goals. • Coordinate the creation of digital content (e.g. website, blogs, newsletters, press releases ...) • Manage end-to-end digital projects. • Establish our web presence to boost brand awareness. • Maintain a strong online company voice through social media. • Liaise with Marketing, Sales and Product development teams to ensure brand consistency. • Responsible for the paid media, owned media and earned media marketing mix i.e. PPC, SEO, Paid Social, Affiliate/Partnership, membership. • Suggest and implement direct marketing methods to increase profitability. • Identify improvements to acquisition performance in channels and onsite experience, and shaping roadmaps to implement any changes that are required.

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- Monitor ROI and KPIs for the campaigns.
- Stay up-to-date with digital media developments.

Skills, Competencies and Knowledge

- 3+ years of experience in different functions, with prior experience in a Marketing agency.
- Experienced in building effective multi-channel marketing strategies including PPC, SEO, social media and other digital channels.
- Strong verbal and written communication skills.
- Familiarity with web design and content management systems.
- Energetic, focused and target driven.
- Successful track record in delivering leads through digital channels.
- Analytical approach with a strong ability for analyzing data and visitor statistics.
- Capable of multitasking and performing under tight deadlines.

Educational Background and Experience

- Bachelor's degree in related field (Digital Marketing, Marketing or Communications)
- Google AdWords and Analytics certified a plus but not required.