

JOB POSTING REQUEST FORM

JOB DETAILS

Reference #	CP-205-2022
Company Name	Purple Martin
Industry	HR Outsourcing
Vacancy	Digital Marketing Executive
Number of vacancies for that position	1
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	Full-time
Major(s)	Marketing
Degree	Bachelor of Business Administration
Years of Experience	1-2 years
Location	Antelias, Metn
Remuneration & Benefits	N/A
Currency (LBP, Dollar, Lollar)	
Tasks & Responsibilities	<p>Duties & Responsibilities:</p> <ul style="list-style-type: none"> • Support enhancing the company's image through all digital marketing channels. • Ensure harmonizing the company's digital content, in line with the brand guidelines. • Identify trends and insights, and optimize performance based on the insights. • Review and coordinate the company web design and development. • Develop company pages across social media platforms. • Plan and implement social media and digital sourcing activities. • Engage the company's audience through innovative activities such as live sessions, discussion, games, etc.. • Coordinate with the design team for the development of artwork. • Take the lead on day-to-day marketing tasks. <p>Requirements:</p> <ul style="list-style-type: none"> • Marketing degree or diploma, and proven abilities in planning and managing digital marketing activities.

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- 1-2 years of relevant work experience.
- Good knowledge in SEO/SEM, website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Good understanding of social media platforms.
- Continuously looking for the latest trends and best practices in digital marketing and related measurement methods.
- “Can do” attitude, with excellent coordination, interpersonal, and communication skills.
- Strong organization skills, results oriented and meticulous.
- The person should exhibit enthusiasm, be open minded, flexible, with high sense of responsibility and ownership