

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-347-2022
Company Name	Jamalouki
Industry	Media Publisher
Vacancy	Digital Marketing Manager
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Marketing
Degree	Bachelor - Masters
Years of Experience	1-5
Location	Beirut
Remuneration & Benefits	TBD
Currency (LBP, Dollar, Lollar)	TBD
Tasks & Responsibilities	<p>Jamalouki.net is looking for an audience traffic manager</p> <p>The role requires:</p> <ul style="list-style-type: none"> • Experience in a related role with strong knowledge of traffic acquisition • Proven track record of growth and driving scale • Fluency in web analytics tools, social media marketing applications and leading social media monitoring platforms • Develop optimization strategies that increase the company's website search engine results rankings. • Knowledge in campaign budgeting • Understanding how to create content that draws an audience • Skills in content distribution strategies and tactics • The ability to intuitively understand what the audience needs to know and consumer preferences • Leadership skills required to define and manage a set of goals involving diverse contributors and content types • Project management skills to understand

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editorial schedules and deadlines

- A willingness to embrace change and to adapt strategies, to continually learn and share new and innovative thinking around data and content leadership strategies
- Self-starter who is comfortable in a fast-paced environment
- Problem solver who can take ownership of complex projects
- Ability to write ad copies and do some basic image editing when required to create campaigns