

## JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-519-2022
Company Name	Medical Professionals Offshore
Industry	Continuing Education
Vacancy	Digital Marketing Specialist
Number of vacancies for that position	1
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	FT
Major(s)	Marketing & Advertisement
Degree	BA
Years of Experience	Min. 3 Years in Digital Marketing
Location	Dekweneh, Lebanon
Remuneration & Benefits	Based on Candidate profile
Currency (LBP, Dollar, Lollar)	Fresh Dollars
Tasks & Responsibilities	<ul style="list-style-type: none"> <li>• Develop and execute a strategic plan to engage and build the company audience and further establish its presence primarily in the US and French markets</li> <li>• Identify and manage internal and external resources needed to execute strategic plan</li> <li>• Oversee and engage in SEO keyword strategy planning and routine SEO maintenance and develop</li> <li>• Knowledgeable and competent in SEM strategies (this includes both on-page and off-page SEO and PPC)</li> <li>• Knowledge of and competence in technical SEO a plus, but not a requirement</li> <li>• Knowledgeable and competent in YouTube SEO</li> <li>• Knowledgeable about conducting market analyses, developing customer personas, and methods for engaging audiences on multiple channels</li> </ul>