



الجامعة الدولية المفتوحة International Open University

Former: Islamic Online University

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Recruitment of Digital Marketing Executive

POSITION SUMMARY:

Lead the social media marketing aspects of the University promotions.

POSITION DETAILS:

JOB TITLE: Digital Marketing Executive

DEPARTMENT: Marketing

CATEGORY: Administrative

JOB TYPE: Full Time

WORKING HOURS: Eight Hours a day/Six days a week

Note: This is a remotely working/ online based job.

PERSON SPECIFICATION

(1) Qualification

- *Minimum Requirement: Bachelors degree in Marketing, Sales or Business Administration*
- *Desirable: Masters degree in any of the above areas*

(2) Experience

- Experience working in service industries ideally Education
- Certification in Digital Marketing and any relevant skills

(3) Personality

- Must be an excellent team player and a strategic thinker
- Must have excellent inter-personal skills

JOB PROFILE AND DUTIES

Develops digital marketing strategy by studying economic indicators, tracking changes in market industry, identifying customers and their current and future needs, and monitoring the competition.

Formulate strategies to build a lasting digital connection with consumers

Planning and monitoring the ongoing company presence on social media. Designs, builds, and maintains our social media presence.

Contributes to marketing effectiveness by identifying short-term and long-range issues that must be

addressed.

Launch optimized online adverts through Google Adwords, Facebook etc. to increase University and brand awareness

Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.

Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).

Identifies trends and insights, and optimizes spend and performance based on the insights.

Brainstorms new and creative growth strategies through digital marketing.

Plans, executes, and measures experiments and conversion tests.

Collaborates with internal teams to create landing pages and optimize user experience.

Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Identifies critical conversion points and drop off points and optimizes user funnels.

Coordinate the preparation and mass mailing of online newsletters and promotional emails and organize their distribution through various channels

Collaborate with designers to improve user experience

Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)

Acquire insight in online marketing trends and keep strategies up-to-date

Maintain partnerships with media agencies and vendors

Supervise the digital marketing department employees – Complete the digital marketing department operational requirements by scheduling and assigning employees and following up on work results