

Designation: Digital Marketing Officer
Location: Lahore
Apply: hr@pinkribbon.org.pk

Requirements:

- ✓ Masters in relevant field
- ✓ Experience of minimum 3 years
- ✓ Excellent understanding of digital branding and marketing concepts and best practices
- ✓ Experience with B2C social media, email campaigns and SEO/SEM
- ✓ Knowledge of web analytics tools (e.g. Google Analytics, NetInsight, WebTrends etc.)
- ✓ Skills and experience in creative content writing
- ✓ Analytical mindset and critical thinking

Key Performance Indicators

- Digital branding
- Manage all the social media platforms
- Maximum engagement and outreach
- Improve ranking and traffic
- Generate business leads
- Maximise online donations
- Target international audience as well from atleast 7 top donating countries like UK, USA, EU, GCC

Job Description

- ✓ Maximising the digital presence of the organization ensuring all key platforms
- ✓ Executing creative ideas for digital branding and content marketing
- ✓ Optimization of online marketing, merchandise sales and fundraising
- ✓ Be actively involved in SEO efforts (keyword, image optimization etc.)
- ✓ Prepare online newsletters and promotional emails and organize their distribution through various channels
- ✓ 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
- ✓ Add digital fundraising mediums and utilize existing channels to the fullest (Crowd funding platforms, Fundstak, I- Care, Payment gateways, Easypay, Phonepay, etc)