

Digital Marketing Coordinator

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Company: Nathan HR Human Resources

Location: Nairobi

Category: other-general

Overview:

We are seeking a talented and proactive Digital Marketing Coordinator to join our dynamic marketing team. As a Digital Marketing Coordinator, you will play a crucial role in implementing and optimizing our digital marketing strategies to enhance our online presence, drive traffic, and generate leads. The ideal candidate should be passionate about digital marketing trends, possess excellent analytical skills, and have a strong understanding of various digital platforms and marketing tools.

Responsibilities:

1. Develop and execute digital marketing campaigns across multiple social media platforms, search engines, and other forms of online advertising.
2. Monitor and analyze the performance of digital marketing efforts using web analytics tools such as Google Analytics and provide regular reports and insights to optimize campaign performance.
3. Manage social media accounts, including content creation, scheduling, community engagement, and monitoring trends.
4. Collaborate with the content team to create engaging and SEO-friendly content for digital channels including social media and online advertising.
5. Assist in the planning and execution of strategies to improve organic search rankings and drive website traffic.
6. Conduct market research to identify new digital marketing opportunities and trends.
8. Stay up-to-date with the latest digital marketing trends, tools, and best practices, and

propose innovative ideas to improve campaign performance.

9. Provide support in website management tasks such as content updates, landing page creation, and user experience optimization.

10. Work closely with the marketing team to align digital marketing efforts with overall marketing objectives and strategies.

Requirements:

- 1 . To assist on digital marketing concepts such as SEO, SEM, social media marketing, and content marketing.
- 2 . Proficiency in using digital marketing tools and platforms such as Google Analytics, Google Ads, and Facebook Ads Manager.
- 3 . Excellent written and verbal communication skills with a keen eye for detail.
- 4 . Creative thinker with the ability to generate innovative ideas for digital marketing campaigns.
- 5 . Strong organizational and project management skills with the ability to multitask and meet tight deadlines.
- 6 . Flexibility and adaptability to thrive in a fast-paced environment and willingness to learn new skills as needed.

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