

JOB OPENING

International telecommunication company offering mobile, cable and TV broadband and business solutions in 32 countries is seeking a creative, digital marketing talent for the St Vincent & the Grenadines market as:

Digital Marketing Executive

JOB SUMMARY

Join the Digital Marketing team to drive app downloads, in-app sales and business development. Using creative, digital marketing skills and experience you will implement dynamic campaigns across multiple digital platforms and channels. Responsible for marketing strategy, delivery and performance as part of the wider marketing team.

KEY RESPONSIBILITIES AND PERFORMANCE INDICATORS

- Delivery of successful app downloads and sales leads across digital marketing channels
 - Developing all elements of marketing strategy on app penetration
 - Working with creative teams to produce effective, on-brand marketing assets for successful call to action
 - Developing media plan, in conjunction with digital media agency, and identifying best channels for each campaign
 - Executing promotion activities to encourage customers to migrate to new products
 - Ensuring budgets are allocated appropriately to deliver effective campaigns
 - Reviewing performance reports and identifying areas of improvement across segments
 - Consistently evaluating data analytics and feedback to instruct digital marketing agency towards achieving successful ROI on campaigns and creative assets
 - Ensuring staff are effectively trained on digital apps and products
- [full job description available]*

KNOWLEDGE & REQUIRED SKILLS

- Detailed understanding of programmatic, paid search, paid social and app install campaigns
- Experience of Facebook and Google platforms
- Experience in running creative tests
- Experience using analytics platforms

EDUCATION, QUALIFICATION AND EXPERIENCE

- Associate degree in Marketing or related field would be considered an asset
 - At least 5-7 years digital marketing experience, including running digital acquisition campaigns
- [Certificates and two business references required]*

APPLY NOW!



Send resume to Joachimandassociates@gmail.com
JOACHIM & ASSOCIATES LTD – HR and Business Consulting
www.joachimandassociates.com