

Digital Marketing Specialist

We are looking for a creative, analytical and experienced Digital Marketing Specialist to join our team! As a Digital Marketing Specialist, you will be responsible for all digital marketing campaigns, including generating leads, and actively engaging with the business to optimize the performance of our digital strategies, through social media, email marketing, social advertising, PPC (AdWords), and SEO.

Digital Marketing Specialist duties and responsibilities

- Developing and implementing a digital marketing strategy for clients from different industries
- Creating visual concepts for promotional activities
- Managing the digital marketing calendar
- Maintaining the online presence and reputation of the clients accounts
- Overseeing the creation and maintenance of social media content
- Tracking digital marketing performance
- Creating and updating digital marketing reports
- Overseeing the digital marketing budget

Digital Marketing Specialist requirements and qualifications

- Minimum of a Bachelor's Degree in Marketing or similar field
- Minimum of 2 years of experience as a Digital Marketing Specialist or similar role
- Experience with Google Ads and Google Analytics
- Proficiency with SEO tools
- Verbal and written communication skills
- Strong interpersonal skills
- Strong problem-solving skills
- Ability to work well in a team environment
- Strong time management skills
- Excellent multitasking skills
- Strong analytical skills
- Highly developed attention to detail
- Ability to work in a fast-paced environment
- Ability to meet deadlines

Languages:

- Fluent English is required
- Other European language is a plus

IMPORTANT NOTICE: This vacant position is strictly for Lebanese applicants