

Digital Project Manager

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Company: Snaphunt

Location: Indonesia

Category: other-general

The Offer

Flexible working options

Work alongside & learn from best in class talent

Fantastic work culture

The Job

You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Working with content marketing and design teams to create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Planning and control of the digital marketing budget and spend by allocating budgets to different channels.

Using A/B testing to optimise digital marketing performance.

Analysing the results and effectiveness of campaigns to deliver actionable insights and

recommendations and generating monthly reports on the digital marketing portfolio.

The Profile

Proven experience in digital marketing and digital services management, with a strong track record of successful digital strategy development and execution.

Strong leadership skills with the ability to manage cross-functional teams.

Excellent project management skills, with experience in managing budgets and resources.

Proficiency in digital marketing tools and platforms, analytics, and project management software.

Strong analytical skills with the ability to interpret data and translate insights into actionable strategies.

Excellent communication and interpersonal skills, with the ability to work collaboratively with the Visionary and across departments.

The Employer

Our client builds a sustainable digital growth through data-driven strategies. Through their transparent data driven approach that makes every marketing conversation actionable, and scalable - their purpose is to take the guesswork out of growth for their client's businesses.

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