

Job Profile for Digital Marketing Officer

Responsible for managing and promoting AXA Mansard's online products and channels from a new media perspective

Role Qualification:

- **Academic/Professional:** A university degree in Marketing or any related course
- **Work experience:** Minimum of 3 to 5 years Digital Marketing/Marketing experience and at least 2 years' direct experience in a digital engagement role with experience managing branded social media accounts on a day-to-day basis, including writing content for multiple audience groups

Key Responsibilities:

- Manage functionality of website and all customer facing platforms
- Drive continuous improvement of content, design, and usability
- Identify trends, devise strategies and champion website improvements to optimize spend and performance, as well as drive online traffic to the company website
- Monitor and evaluate website traffic as well as real-time performance tracking
- Assist in managing all documents and external page elements including graphics, audio, data, domain names, trackers within website HTML code e.t.c
- Keep the Company at the forefront of developments in digital marketing, including championing initiatives to enhance digital marketing capabilities
- Work with relevant teams to design, build and maintain the Company's social media presence, as well as work on any products or channel related marketing activity across social media channels such as Facebook, Instagram
- Conduct research and analysis of customer and sales data, market conditions and competitor data to evaluate end-to-end customer experience across multiple channels and customer touch points, as well as track conversion rates
- Keep abreast of legal issues regarding the website

Required Competencies

- Good knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Experience in multi-channel digital marketing including email marketing, blog management and mobile marketing
- Knowledge of HTML/CSS
- Demonstrable experience in SEO/SEM, marketing database, email, social media and/or display advertising campaigns

Interested Applicants should send their CVs to recruitment.digital@axamansard.com stating

the role applied for as subject of mail. i.e. "Digital Marketing Officer"