

https://oceantrends.com.ng/job/digital-marketer/

## **Digital Marketer**

## Description

We require a creative individual, articulate, who will craft a positive image for the Company via content displayed through our digital platforms.

## Responsibilities

Responsibilities include but are not limited to:

· Place calls, emails and visit potential clients to source for opportunities

• Administer, monitor and create (messaging and advertising) content across social media channels.

• Integrate content programs with brand and social campaigns as well as identify and develop audience-specific content.

• Create a regular publishing schedule and promote content through social advertising.

• Oversee Facebook Ads Manager, YouTube Ads Manager, Google Ads Manager, LinkedIn Ads Manager to ensure that traffic is consistent.

• Oversee the creation, optimization, and refreshing of all ads as needed.

• Track content marketing initiatives with a focus on traffic, engagement, and lead generation.

• Integrate all channels of marketing (physical marketing, social media, content marketing, email, and digital marketing)

. • Working collaboratively with other departments to ensure campaigns achieve company goals.

• Perform other related duties as assigned.

## Contacts

info@oceantrends.com.ng

Hiring organization Ocean Trends Digital

Employment Type Full-time

Industry IT/Telecoms

Job Location Remote work from: Lagos State

Working Hours 9AM – 5PM

Base Salary ₦ 50000 - ₦ 70000

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