



Recrutement • Emploi • Formation en Afrique

PEOPLE DEVELOPMENT ([www.peopledev.net](http://www.peopledev.net)) is searching for A DIGITAL MARKETING EXECUTIVE for a TELCO company.

## DIGITAL MARKETING ANALYST Based in ACCRA

### I. Job purpose

The incumbent will be responsible for developing and implementing innovative digital marketing initiatives across relevant digital platforms, and for designing and generating awareness for our client's products, promoting brand identity, drive business opportunities and stimulate sales using relevant online tools.

### II. Main duties & responsibilities :

#### Social Media Management

- Strategize with Brand Communications supervisor in preparing weekly social media calendars in line with marketing objectives.
- Generate ideas for proactive social discussions and content creation to drive social marketing on our social media platforms aimed at driving high traffic to our website.
- Maintain a healthy online presence of the company across all social media platforms.
- Use relevant online advertising tools available to promote brand message e.g. PPC or SEM.
- Work with Brand communications supervisor on internal communications by sharing digital marketing activities with employees.

#### Campaign Creation

- Create innovative campaigns targeted at supporting the sales and marketing objectives while maintaining a positive brand identity online.
- Develop and distribute newsletters supporting developed campaigns via relevant email applications.
- Generate leads from every campaign developed across every relevant social media platforms.

## Website Management & Blog

- Contribute towards content management for Company's website aimed at driving high traffic to the site.
- Create and source original content for company blog aimed at driving high traffic to the site.

### APPLY

- Send resume and cover letter (both 3 pages maximum)
- Recall : i) name of position you're applying for in the resume and the cover letter, ii) your availability, iii) your current and expected salary, iv) 3 professional references with their phone number and email.

The deadline for application is **March 20<sup>th</sup>, 2017** to the following email addresses [info@peopledev.net](mailto:info@peopledev.net)

Due to the number of applications awaited, only short listed candidates will be contacted back.

