DIGITAL MARKETING SPECIALIST

Job Ref. No: #JDMPR1273

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Digital Marketing Specialist
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is seeking a dynamic and results-driven **Digital Marketing Specialist** to join our team and take ownership of the digital presence for our exciting "moCal" brand. This is a fantastic opportunity to shape the online strategy and execution of a growing brand, directly influencing its growth trajectory. The ideal candidate will be a passionate self-starter who possesses a deep understanding of digital marketing principles, thrives in a fast-paced environment, and excels in delivering measurable outcomes.

Primary Responsibilities

- **Strategy Development:** Collaborate with the marketing team to devise and implement comprehensive digital marketing strategies aligned with moCal's brand identity and business goals.
- **Campaign Execution:** Plan, launch, and manage effective marketing campaigns across various digital channels including social media, email, search engines, and display advertising.
- **Social Media Mastery:** Build a strong and engaged online community, curate compelling content, and foster meaningful interactions on relevant social media platforms.
- **Content Creation:** Develop a variety of engaging content formats such as blog posts, videos, infographics, and social media updates to attract and retain customers.
- **SEO Expertise:** Optimize websites and content for search engine visibility, employing best practices to improve organic search rankings.
- **Paid Advertising:** Manage paid search campaigns (e.g., Google Ads) and social media advertising initiatives to drive targeted traffic and conversions.
- **Data-Driven Approach:** Analyze website traffic, campaign performance, and market trends using analytics tools to make informed decisions and optimize strategies.
- **Competitive Analysis:** Stay updated on industry trends and competitor activities to refine marketing efforts.
- **Reporting:** Prepare regular reports on campaign performance, identifying key insights and areas for improvement.
- **Collaborate with cross-functional teams:** Work closely with designers, content writers, and developers to ensure seamless project execution.

Required Skills

- In-depth knowledge of social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Proficiency in SEO (search engine optimization) principles and practices.
- Experience with paid advertising platforms (Google Ads, Facebook Ads, etc.)

- Excellent written and verbal communication skills
- Strong content creation abilities
- Understanding of web analytics tools (Google Analytics or similar)
- Data analysis and interpretation skills
- Project management and time management expertise
- Creative and innovative thinking
- Familiarity with marketing automation tools is a plus

Qualifications & Experience

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 1-3 years of proven experience in digital marketing.
- Up-to-date knowledge of current digital marketing best practices.
- Portfolio showcasing successful marketing campaigns and results (if available).

Experience

- 1-3 years of experience in digital marketing

You can apply for this job along with comparing it on our official website's "Careers with Us" page, where you can get more information. It also provides details about salary and benefits.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

INDIA
Moris Media Private Limited
HR DEPARTMENT
hr@morismedia.in

USA
Moris Media LLC
HR DEPARTMENT
hr@morismedia.com

UAE
Moris Media LLC
HR DEPARTMENT
hr@morismedia.ae

SAUDI ARAB
Moris Media LLC
HR DEPARTMENT
hr@morismedia.com