

JOB DESCRIPTION

DIGITAL ADVERTISER

Policy Briefcase is looking for a Digital Advertiser to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Primary focussed on setting up, optimizing, and reporting on digital advertising campaigns and on paid search ads within the Google and Bing advertising platforms. The position requires understanding of placing ads on vernacular websites. The Digital Advertiser should be able to seamlessly place ads on all social media platforms and would be required to present insights from time to time.

The Digital Advertiser would be required to work from home but in constant coordination with the content and marketing executives, and on his/her own softwares.

Capabilities

- BS/MS degree in marketing or a related field or equivalent work experience.
- Proven working experience of minimum 2 years in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience in optimizing landing pages and user funnels.
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Experience in setting up and optimizing Google Adwords campaigns.
- Working knowledge of HTML, CSS, and JavaScript development and constraints.

- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

Operations

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Please send in your CV's along with a small email on why do you think you are interested in this position at admin@policybriefcase.com
