

## Creative Visualizer

### Responsibilities:

- Visualise, brainstorm, ideate & transform ideas into effective designs/ artwork/ templates including identity designs, environmental graphics, hand and/ or computer drew illustrations, posters, event logos, character designs, mascots
- Work in tandem with other departments to gain an understanding of the consumer experience, marketing strategy, and operational capabilities.

### Skills Required:

- Expert knowledge of Photoshop, Illustrator, Corel Draw, InDesign, and Photoshop
- Attention to detail, a strong sense of typography and composition and a keen understanding of file prep, using all programs in the Adobe suite
- Wicked portfolio and design chops; Stay up to date with latest design trends across the globe
- Ability to communicate and work in a team environment

### Experience:

- Minimum 1-2 years (Advertising/ marketing agencies, Real-estate)

## Content/Copy Writer

A Content Writer is a professional who writes informative and engaging articles to help brands showcase their products. They write on a range of subjects and are responsible for creating the best possible written or visual content, from blog posts to press releases, etc.

### Responsibilities:

- Researching industry-related topics (combining online sources, interviews and studies)
- Writing clear marketing copy to promote our products/services
- Preparing well-structured drafts using Content Management Systems
- Proofread and edit posts before publication
- Submit work for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

### Skills Required:

- Proven work experience as a Content Writer, Copywriter or similar role
- Portfolio of published articles
- Experience doing research using multiple sources
- Excellent writing and editing skills in English
- Ability to meet deadlines
- BSc in Marketing, English, Journalism or related field

### Experience:

- Minimum 1-2 years (Advertising/ marketing agencies, Real-estate)

### **Digital Marketing Manager**

A Digital Marketing Specialist, or Digital Marketer, is responsible for helping maintain a brand by working on marketing campaigns. Their duties include performing market research, strategizing with other marketing professionals and creating content to aid in the success of marketing campaigns.

#### **Responsibilities:**

- Research advertising trends
- Research competitors' pricing and products
- Decide on appropriate placement of ads
- Determine what content will reach customers
- Develop projects to create content
- Publish digital marketing content online
- Implement email marketing campaigns
- Measure digital traffic
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools
- Report on the growth and analytics of campaigns to stakeholders
- Scale campaigns to maximize ROI
- Monitor project status and budget
- Conduct market research to inform campaigns
- Brainstorm and implement experiments and conversion tests

#### **Skills Required:**

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends) will be an addition
- Experience in setting up and optimizing Google AdWords campaigns
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

#### **Experience:**

- Minimum 1-2 years (Advertising/ marketing agencies, Real-estate)