

## **DIGITAL MARKETING MANAGER**

We are on the lookout for **Digital Marketing Manager** for our well reputed Client Company located in **Colombo**

### **Requirements**

- Bachelor's degree in Marketing, Communications, or a related field. A relevant master's Degree is a plus.
- More than 5 years' experience as an assistant manager/ senior executive in the field of marketing and communication, preferably within the restaurant or hospitality industry.
- Strong understanding of digital marketing principles, strategies, and tactics, including SEO, social media marketing, email marketing, content marketing, and online advertising.
- Proficient in using digital marketing tools and platforms, such as Google Analytics, social media management tools, email marketing software, and content management systems.
- Analytical mindset with the ability to interpret data, generate insights, and make data-driven decisions to optimize campaign performance.
- Strong project management skills, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.

### **Duties and Responsibilities**

- Develop and implement comprehensive marketing strategies to promote the restaurant chain, including both traditional and digital marketing initiatives.
- Develop and implement comprehensive digital marketing campaigns for the restaurant chain, including website management, social media marketing, email marketing, online advertising, and search engine optimization (SEO).
- Work with internal and external agencies to create engaging and compelling content for various digital channels, including social media platforms to increase- brand awareness, drive customer engagement, and promote customer loyalty.
- Stay up-to-date with industry trends, digital marketing best practices, and emerging technologies to ensure our restaurant chain remains at the forefront of digital innovation.
- Collaborate with external stake holders such as Uber, Pickme and other food web pages to boost food delivery.
- Manage and maintain internal and external branding work

Salary: - Rs. 250,000/-

If you are the one we are seeking for, kindly forward your complete resume giving full details of qualifications and experience along with two non-related referees, in PDF format to [outsource@mpls.com](mailto:outsource@mpls.com)

(Indicate "**Digital Marketing Manager**" in the subject box of your e-mail)

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