

EXECUTIVE / SENIOR EXECUTIVE – ONLINE MARKETING

We are on the lookout for an **Executive / Senior Executive - Online Marketing** for our well reputed client company located in **Colombo**

The selected candidate will be responsible for developing and implementing social media strategies

Requirements

- Age below 35 years
- Minimum Two years of work experience in Data Driven Online Marketing for a reputed organization.
- Excellent English verbal and written skills
- Proven track record of management of performance driven digital campaigns.
- Extensive Experience with Google & Facebook on a performance-driven approach.
- Experience working with Analytic tools such as Google Analytics
- Experience working with Dynamic Ads, Product Catalogues will be an added advantage.
- Should reside within Colombo radius for easy commute.

Key responsibilities and duties:

- Plan & Execute performance driven digital marketing activities across multiple verticals of ikman such as e-commerce, classifieds, jobs etc.
- Managing the online marketing budget across various channels & platform
- Execute and optimize Search, Display, Social advertising activities including re-targeting, dynamic Ads etc.
- Execute and optimize Mobile App campaigns including new user acquisition and re-engagement.
- Analyzing the results and performance of all channels on a daily basis and budgets.
- Coordinate with designers and come up with new creative for better CTR & CVR.
- Provide consultancy to internal and external stakeholders in the best way to achieve their KPIs.
- Handle all stakeholder communication from daily queries to weekly catchups to Post Campaign Analysis reports.
- Prepare, Manage & Present weekly & monthly reporting on the performance.

Salary – up to Rs. 200,000/-

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@mplsl.com

(Indicate "**Executive / Senior Executive - Online Marketing**" in the subject box of your e-mail)

For more of our current listed vacancies please visit www.mankind.lk/vacancies