



We are HIRING

ECOMMERCE & DIGITAL MARKETING EXECUTIVE

We, Samson International PLC is a leading manufacturer and exporter of Rubber products and a sister company of the renowned DSI Samson Group. We are looking for a dynamic individual with below mentioned qualifications to join our team.

Responsibilities

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media.
- Launch optimized online adverts through Google Ad words, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience

Requirements

- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- understanding of digital marketing concepts and best practices
- experience in E-commerce & Digital Marketing could be an added advantage
- Experience with B2C social media, Google Ad words and email campaigns and SEO/SEM would be an added advantage.
- knowledge in web analytics tools (e.g. Google Analytics, NetInsight, WebTrends etc.) would also be helpful.

Please email your CV to info@samsonint.com with the names of two non-related referees indicating the post in the subject line within 14 days of this advertisement



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