

# Digital Marketing Coordinator

## Job description

We are looking for an experienced Digital Marketing Coordinator to assist in the planning, execution and optimisation of our online marketing efforts. Real promoter of the Group image and its entities, you will assist the team in digital communication, administer our social media accounts (around 10) and our websites.

The ideal candidate will have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing revenue. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaign.

Reporting to the Group Head of Marketing, Communication & Digital, you will work for our Trimetys Group, Cap Tamarin and Riverland entities.

## Responsibilities

- Assisting in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (about 10 Facebook, Instagram, LinkedIn and youtube accounts)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness and generate leads.
- 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 (text, video, interview,...) and update websites (wordpress)
- Measure performance of digital marketing efforts using a variety of web analytics tools (Google Analytics, Google Console, etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with vendors Assist the communication team for other cognate duties

## Requirements

- 3 - 5 years experience in Community Management / Social Media Management
- Strong writing skills both in French and English and an understanding of the nuances of writing on the web, social media and marketing
- Ability to build and maintain strong relationships with the media, industry bloggers and influencers
- Hands on experience in content management
- Ability to deliver creative content (text, image and video)
- Experience with design software and basic photography/ videography
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills and creativity
- Analytical and multitasking skills
- BSc degree in Marketing or relevant field