

Digital Marketing [SEM/SEO] Professional

Company Profile

Since 1993 Stafford Global has offered students Online Learning and Distance Learning DBA Doctorates, MBA, Online MBA and Online Masters Degrees from the UK's best universities. We guide professionals in choosing the right academic degree for their career aspirations, assisting them in making a successful application. We are proud to have helped over 20,000 graduates reach their dream.

Our Higher Education Consultant Hubs provide administrative support to students in Canada, Africa, Middle East, Europe, Asia and the Levant.

Hiring organization

Stafford Global

Employment Type

Full Time

Industry

Education

Date posted

October 6, 2020

Purpose

The Digital Marketing Professional is responsible for activities required to drive lead generation from both paid & Organic channels - GoogleAdwords, Social Media advertising and SEO activities. This will include the development, implementation, monitoring, reporting and optimisation of the company's current and new digital marketing campaigns across all its channels, social platforms and third party suppliers.

Key areas of responsibility

Main responsibilities include, but not limited to:

- SEM and Social Ad campaign set-up, management and optimization
- Communication and management of third party leads suppliers
- Weekly, monthly and quarterly, reporting on traffic, leads and costs
- Work with the marketing team to deliver on project objectives
- Liaise with external and internal stakeholders to execute marketing plans and strategies
- Work closely with the SEO and Web development team to build on the existing SEO strategies to improve SERP rankings

Eligibility

- At least 2-3 years experience with Google Adwords, LinkedIn Ads or Facebook Ads: Campaign setup and management
- Working knowledge of SEO, both technical and on-page.
- Proficient in using SEMrush, Google console, Google analytics or similar tools
- Experience using marketing automation, CRM or CMS system such as Hubspot, Marketo, Salesforce, etc.
- Ability to work smoothly with a diverse team and across departments
- Quick thinker with strong logical ability and excellent communication skills in English

Gender

- Male/ Female

Languages

- English
- Arabic is a plus but not mandatory