



ALLIED SERVICES

we make it possible

JOB VACANCY

Job Title: Digital Marketing Manager

Reporting to: General Manager

Job Location: Nairobi Kenya with Regional travel

Allied Services, a logistics company with operations in South Sudan, Kenya, Uganda, and UAE are searching for a Media, communications, and digital visibility executive to join their team of Human.

Key Responsibilities.

- In charge of Marketing, Media, Communications, and Digital Visibility within the organisation
- Develops, adopts, and oversees the organizations media strategy and executes it
- Advises what works for which market and audience and what media to be used for maximum visibility to the intended target market.
- Ensures online marketing, campaigns and product placement is appropriate
- Generate traffic to website and social media pages
- Online updating of website and social media pages
- Must have skills to write stories for blogs, develop digital material/content
- Maintain digital posts calendars and post on relevant days/events
- In liaison with Social Media Agencies, ensures the production of videos for YouTube and other social media platforms
- Maintains archives of all media and communications data
- Plan for adverts in all media (billboards, newspapers)
- Prepares weekly media report/info post
- Respond to online queries and refer to the right department

Skills, Competencies and Experience.

The successful candidate will be required to have the following skills and competencies:

- Bachelor's degree in marketing or a related field
- Proven working experience in digital marketing
- CIM accredited in digital Strategy
- Experience leading and managing marketing databases, email, social media and display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Experience in optimizing landing pages and user funnels.

How to Apply.

Interested candidates may submit their application attaching a current CV detailing their experience for the post including daytime telephone contacts and three referees, preferably previous line managers to recruitment@alliedservicesltd.com on or before **Friday 25th March 2022**. Clearly indicate the Job reference No. **VAC3/2022 DIGITAL MARKETING MANAGER** on the subject line of your email.

Allied Services is an Equal Opportunity Employer. Female Candidates are encouraged to Apply.

KENYA • SOUTH SUDAN • UGANDA • RWANDA • SOMALIA

info@alliedservicesltd.com

www.alliedservicesltd.com