



## Digital Marketing Coordinator

Mobile Accord is one of the world's leading mobile solutions companies. Headquartered in Denver, CO, Mobile Accord operates mobile services in North America, Central Asia, and Africa connecting billions of people to multi-national corporations, aid organizations, and governments through their mobile phone with its GeoPoll services.

GeoPoll is a mobile polling platform that empowers organizations to conduct surveys through the mobile phone. GeoPoll is deployed in countries in Africa and Central Asia. The service gives organizations access to GeoPoll's proprietary user database which allows organizations to survey millions of people targeted by location and demographics. GeoPoll allows close to real time surveying, at no cost to the survey respondent, providing organizations the information they need, when they need it.

Mobile Accord is changing the world. We seek smart, dedicated, and passionate individuals to join our team, and help us improve the lives of citizens around the world through the mobile phone.

### The Position

We are looking for a Digital Marketing Coordinator to execute campaigns with the aim of recruit new GeoPoll users and increasing participation within the GeoPoll application through our social media channels and paid digital advertising.

### Responsibilities

- Responsibility for strategy and day-to-day management of paid search efforts, utilizing AdWords, Bing, Facebook and other advertising platforms, including budgeting, campaign creation, keyword research, campaign optimization and analytics
- Maintain the content of various websites, mobile applications, and social media properties.
- Assist with content creation, distribution & promotion in digital marketing channels: video, social media, email newsletters, public relations, blog
- Process digital marketing analytics reports.
- Ensure that all creative marketing materials undergo brand review and adhere to strict brand guidelines.
- Participate and contribute to marketing activities to help achieve department and company goals.
- Participate in cross-department and organization teams as assigned



## Minimum Qualifications

- Bachelor's degree in communications, marketing or business administration, preferred.
- One to three years related digital marketing and social media experience.
- Experience with market research
- Deep knowledge of the major social platforms
- Strong HTML knowledge.
- Works well independently and within a team
- Strong writing, verbal and interpersonal skills.
- Planning, scheduling and organizational skills.
- Excellent computer skills. Strong familiarity with MS Office. Adobe Creative Suite
- Google AdWords certification is strongly preferred.
- Copywriting, photography, and video editing experience are preferred

## How to Apply

Please submit your CV, salary history and relevant work examples to [devcareers@geopoll.com](mailto:devcareers@geopoll.com) with the subject Digital Marketing Coordinator.