

Position Title: Digital Marketing Strategist
Position reports to: Business Operations Manager
Direct Reports: N/A
Office Location: Adapt IT Johannesburg Campus

PURPOSE OF THE POSITION

We are looking for an experienced and result-driven Digital Marketing Strategist to join our awesome marketing team! As a Digital Marketing Strategist at Adapt IT | Telecoms, you will be responsible for setting up, implementing and managing the overall Adapt IT | Telecoms department digital marketing strategy. Digital marketing strategies are extremely important for our company's success, so your role will play a crucial role in achieving our business goals and objectives. We are expecting you to have experience and a big passion for digital technologies and all digital marketing channels.

PRIMARY RESPONSIBILITIES FOR THE ROLE

- Build, plan and implement the overall digital marketing strategy
- Stay up to date with latest technology and best practices
- Manage all digital marketing channels
- Measure ROI and KPIs
- Prepare and manage digital marketing budget
- Oversee all the company's social media accounts
- Monitor and improve the company website
- Manage and improve online content, considering SEO and Google Analytics
- Build and inbound marketing plan
- Monitor competition and provide suggestions for improvement
- Collaborate closely with external Digital Media company and the internal teams: products, solutions innovation and development as well the sale team

MINIMUM QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Minimum 2 years of experience as a Digital Marketing Strategist or similar role
- Minimum 2 years of experience in developing and implementing digital marketing strategies
- Good knowledge of all different digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- Minimum 2 years of hands on experience with SEO/SEM, Google Analytics and CRM software
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- BSc degree in Marketing, Digital technologies or relevant field

Contact Person: [Nomzamo Skosana](#)

Apply Here: <https://www.dittojobs.com/jobs/view/1054870063>

Vacancy Status: [Open](#)