

Digital Marketing Campaign Coordinator

Job Description

Job Title – Digital Marketing Campaign Coordinator

Responsible for planning and coordinating digital marketing and social media campaigns to stimulate sales and build audiences.

The Digital Marketing Campaign Coordinator will report to the Manager, Sales and Marketing and develop campaigns for digital and social media execution. The incumbent will be responsible for increasing audiences across social platforms Facebook, Instagram, YouTube and Twitter using content strategies.

The Digital Marketing Campaign Coordinator will have the following responsibilities:

1. Content Calendar Development and Publishing

- Conceptualize, in collaboration with the Brand Experience Lead, a quarterly social media content calendar that expressed the brand values of the network's brands.
- Develop platform-specific content for the TTT Live Online properties on Facebook, Instagram, Twitter and YouTube

2. Social Media Campaign Planning and Execution

- Utilization of web tools such as Woobox, Loomly, Hootsuite and others to create campaigns for audience engagement and growth
- Conceptualize creative campaigns that facilitate revenue generation opportunities for TTT and community engagement opportunities for clients

3. Advertising Campaign Planning and Execution

- Setup advertising campaigns on the Google network including pre-roll video advertising, display advertising and Adwords
- Setup Facebook and Instagram advertising campaigns to boost engagement.

4. Community Management Data Collection Initiatives

- Engage with the company's digital communities to keep them engaged and excited about the brands. Utilize strategies including rewards, recognition and quick responses.
- Run data collection campaigns to gain insights about the communities.

5. Reporting on insights and strategy recommendations

- Generate monthly reports on performance of all social platforms and digital campaigns

Required Qualifications and Experience

The Digital Marketing Campaign Coordinator will have the following qualifications and experience:

- Diploma in Marketing, Digital Communications, or other related combination.
- 2 years experience managing digital content calendars
- 2 years experience managing digital advertising campaigns
- 1 year experience working with Media houses, specifically in Marketing/ Digital Marketing
- 1 year experience working in a Sales environment