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	MANPOWER RECRUITMENT REQUISITION (MRR)			
Doc. # IMSPR-06/F06	**New Issue**	**Effective date:**	**March 28, 2018**	Page 1 of 1

Position Details					
Department Name	:	Business Development	Region	:	Bahrain
Candidate Name (if available)	:				
Position Name	:	Digital Marketing Strategist			
Nationality (preferred)	:	Any (Native Arabic Speaker)			
Reporting to whom	:	Business Development Manager and Marketing Supervisor			
Purpose of recruitment	:	Improve Arabic digital marketing presence and lead conversion			

Brief outline of job responsibilities (add attachments if necessary)

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Identifies critical conversion points and drop off points and optimizes user funnels.
- Collaborates with agencies and other vendor partners.
- Evaluates emerging technologies.
- Provides thought leadership and perspective for adoption where appropriate.
- Measure web traffic and monitor SEO and other related measurement statistics.
- Facilitate online conversations with customers and respond to queries in timely manner
- Manage and Perform Mass mailing campaigns on regular
- Facilitate online conversations with customers and respond to queries in timely manner
- Oversee social media accounts' layout and Website content.

Job Requirements:			
Degree:	Bachelor's or master's degree in marketing	Min. Experience:	2 Years
Special skills & knowledge:	Well versed in written and spoken Arabic and English language		
	English communication skills (written and spoken)		
	Proficient in design software (Such as Adobe illustrator, Photoshop etc)		
Should have used a CRM software			
Proficient in marketing research and statistical analysis			
Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate			
Optimizing landing pages and user funnels			
Working knowledge of ad serving tools			
Experience in setting up and optimizing PPC campaigns on all major search engines (Google Adwords)			
Working knowledge of HTML, CSS, and JavaScript development and constraints			
Goal driven and self-motivated			