



## ABOUT US

We believe that to create impactful campaigns that connect meaningfully with African audiences, campaigns for Africans should be created by those with deep-rooted, authentic connections with the continent.

We work with a team of consultants and agencies from across the continent and the diaspora who specialise in strategy development, messaging, content creation, media relations, event organisation and social media management.

Together, we create bespoke, culturally appropriate and impactful solutions for our clients - always with the African interest at the heart of everything we do.

## JOB BRIEF

We are looking for an experienced **Digital Marketing Executive** to assist on a part-time basis (3 days per week) in the planning, execution and optimization of our online communications efforts for clients in the healthcare, trade and environment sectors.

The ideal candidate will have a **passion for all things marketing and technology**. You will be **well-versed in the concepts surrounding digital marketing** and how the Internet can become a strong asset to deliver on communication objectives for clients. You will be **tech-savvy and intuitive with great ideas to reinforce marketing campaigns**.

### Responsibilities

- Assist in the formulation of strategies to build a lasting digital connection with a range of target audiences.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook, LinkedIn and Instagram etc.)
- Launch optimized online adverts through Google Adwords, Facebook, Twitter and LinkedIn etc. to increase organisational and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and updating the website

- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors

## Requirements

- Proven experience (+3 years) as a Digital Marketing Executive or similar role
- Excellent understanding of digital marketing concepts and best practices
- Experience with social media, Google Adwords and email campaigns and SEO/SEM
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Perfect knowledge of web analytics tools (e.g. Google Analytics, NetInsight, WebTrends etc.)
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- Experience working with public sector organisations and/or working on healthcare, trade or environment issues is a strong asset
- Bilingual French and English is a strong asset

## **CONTACT**

Send your CV (no longer than 2 pages) and Cover Letter to [hello@whatsinitforafrica.com](mailto:hello@whatsinitforafrica.com) **before 28 February 2022.**