

Harel Mallac Technologies is recruiting a **Digital Marketing Assistant**

About Harel Mallac Technologies

Harel Mallac Technologies (HMT), a subsidiary of Harel Mallac Group, is a leading ICT company in the Indian Ocean & African continent since 34 years. It provides Technology Solutions & Services to clients across industries locally & regionally. In line with its expansion strategy, HMT is looking out for key talents and professionals to leverage on emerging technologies for its business development.

The job incumbent will be called upon to manage the day-to-day social media advertising operations and also to maintain a consistent social media personality and purpose in-line with our brands and their positioning.

Job description:

Creation of weekly-monthly social calendar as per campaign planner and management of social media advertising operations

Maintain a consistent social media personality and purpose in-line with our brands and their positioning
Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

Drive digital marketing activities within the area of responsibility, including web, SEO and SEM areas

Set KPIs, drive execution and impact assessment of all digital activities, design digital campaigns across the area of responsibility

Develop, conceptualize, coordinate and roll out marketing campaigns, including but not limited to social media, for promotions and lead generation in response to market interests and needs, and to achieve set internal targets

Development of media strategy and building paid social media and digital marketing (including audience targeting and segmentation, messaging, budgeting, etc.)

Develop engaging, innovative, forward thinking, inspiring, and creative ideas that will engage the online community

Perform day to day management and execution of social platforms including social and digital advertising campaigns

Execute tests, collect and analyze data, and identify trends and insights to achieve maximum ROI in marketing campaigns

Deploy social listening tools to monitor positive / negative comments and topic trends, and strive to boost engagement and resolve any potential conflicts that may affect brand reputation

Show a proactive mindset by continually optimizing performance and looking for new opportunities for improvement of KPI metrics. Keep up to date with the latest social media trends and emerging social media platforms in the industry

Build effective relationships with all partners—ad networks, technology partners, etc.

Communicate campaign changes and performance to the team

Skills & competencies required:

Degree in Marketing / Business Management or related fields

Proven working experience (2 years minimum) in social media marketing or as a Digital Media Specialist

Experience handling industry-standard tools such as Google Ads, Facebook Business Manager/Business suite, LinkedIn campaigns manager, Google Analytics will be an advantage

Excellent research and report writing

Good interpersonal and presentation skills

Self-confidence and decisiveness in demanding situations

Good conduct of English, French and Creole

High attention to detail, time management and innovative

Experience with major website platforms will be an advantage

Positive attitude, detail and customer oriented with good multitasking and organizational ability

Employment Type: Permanent and full-time

Closing Date: 07th August 2022

Contact: hmt.talents@harelmallac.com

Only successful candidates will be called upon for interview.

Harel Mallac Technologies is an Equal Opportunity Employer.

Please consult our Privacy Notice on www.harelmallac.com to know more about the way in which we use your personal data.

Harel Mallac Technologies Ltd

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