

Contract: Digital Advertising Campaign Manager

Introduction

We are looking for a Digital Advertising Campaign Manager for a six-month contract.

Minimum Requirements

Qualifications & Experience:

- A relevant tertiary qualification
- 1+ years working experience in digital advertising/marketing

Additional Skills:

- Excellent verbal and written communication skills
- Strong analytical skills and data-driven thinking
- Detail oriented

Job Specifications

Main Responsibilities:

- Manage the implementation, tracking and measurement of marketing campaigns
- Collect and use data to inform new campaigns and the evaluation of existing campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Identify trends and insights, and optimise spend and performance based on the insights
- Deliver regular reports of campaign results

Other Characteristics

- Disciplined, pro-active and driven

Should you be interested please send your CV to careers@afrigis.co.za