

**DIGITAL CAMPAIGN COORDINATOR
HIRT & CARTER
DURBAN**

CORE PURPOSE OF THE JOB:

To offer support to the digital team in ensuring the co-ordination & delivery of all key platform & campaign performance measures & indicators on time and in full.

KEY PERFORMANCE AREAS:

- Proactively support the digital team with respect to all business unit platforms and technology
- Manage traffic workflow of campaigns from start to completion
- Reporting on all campaigns on a continuous basis
- Develop and apply content strategy aligned with short-term and long-term marketing targets
- Deliver client campaigns that drive revenue-driven results

QUALIFICATIONS / EXPERIENCE:

- Relevant tertiary qualification with at least 2 - 3 years hands on experience in digital marketing & campaign management
- Basic technical knowledge of HTML and web publishing will be beneficial
- Knowledge of search engine optimization, web traffic metrics & google analytics
- Experience with WordPress, Google analytics, and all social media channels

BEHAVIOURS & ATTRIBUTES:

- Strong communication and project management skills
- Accuracy and attention to detail
- Strong judgment and decision making
- Ability to work well in high pressure situations
- Team player

The advert has minimum requirements listed.

Management reserves the right to use additional / relevant information as criteria careers@hcg.one

Closing date for applications is Friday, 4th October 2024.