

Digital Marketing Manager

Remuneration:	R40000 - R60000 per month cost-to-company
Location:	Durban
Job level:	Mid/Senior
Type:	Permanent
Company:	Ad Talent Africa

Who we are: A globally renowned entity in the car rental industry.

Who we are looking for: A highly motivated and results-driven digital marketing specialist responsible for creating, implementing and managing successful digital marketing campaigns to increase brand awareness, customer engagement and overall revenue growth.

What you will do:

- Develop, execute and manage effective digital marketing campaigns across various channels, including Google Ads, Facebook Ads, Instagram Ads, YouTube and paid digital social media platforms
- Effectively combine brand awareness with performance digital marketing
- Conduct thorough market research and analysis to identify new opportunities and optimise existing campaigns to improve performance
- Manage the budget and expenses for each campaign, ensuring cost reduction and maximum ROI
- Work closely with the marketing team to develop engaging and persuasive content that resonates with our target audience
- Analyse campaign data and provide regular reports to key stakeholders to identify trends and opportunities for growth
- Monitor and optimise campaigns to ensure we are meeting our KPIs and continuously improving performance
- Stay up-to-date with industry trends, new technologies and emerging digital marketing techniques

What do you need:

- Bachelor's degree in marketing, communications, business administration or a related field
- Proven experience in developing and executing successful digital marketing campaigns (car rental or automotive industry experience preferred)
- Strong analytical skills and attention to detail to track and measure campaign performance
- Excellent communication and interpersonal skills to work effectively with internal and external stakeholders
- Strong project management skills, with the ability to manage multiple campaigns and priorities simultaneously
- Self-starter, proactive and able to work independently with minimal supervision
- Knowledge of digital marketing tools such as Google Ads, Facebook Ads Manager and Google Analytics.

Posted on 06 May 14:27, Closing date 5 Jun

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