



## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>DATE:</b>
Digital Marketing Coordinator	10 <sup>th</sup> March 2025
<b>REPORTS TO:</b>	<b>APPROVED BY:</b>
Chief Communications Officer (CCO)	Chief Communications Officer (CCO)
<b>JOB OVERVIEW</b>	
<p>The Digital Marketing Coordinator will play a key role in driving digital marketing strategies and ensuring the success of the organization’s online presence. S/he will report to the Chief Communications Officer (CCO). The portfolio will involve working across multiple digital channels to promote the organization’s messaging, brand strategy and interactions with target audiences. The Digital Marketing Coordinator will also be tasked with leveraging technical skills and a variety of digital marketing tools to execute and manage campaigns, analyze performance metrics, and continuously optimize content across platforms. S/he must be innovative, a team player and committed to continuous development.</p>	
<b>KEY DUTIES AND RESPONSIBILITIES</b>	
<p><b><u>Key Duties and Responsibilities</u></b></p> <ul style="list-style-type: none"> <li>• Overseeing digital campaign management, which include but is not limited to planning, executing, and optimizing the organization’s existing digital marketing strategy/campaigns across various platforms.</li> <li>• Collaborate with internal and external teams to ensure digital campaigns align with the brand’s message and strategic goals.</li> <li>• Support the overall improvement of the digital marketing performance and bandwidth.</li> <li>• Oversee the management of the organization’s website, ensuring content is updated regularly, optimized for search engines (SEO), relevant and user-friendly.</li> <li>• Perform regular audits and analysis of website performance and routinely recommend suggestions to enhance site functionality and engagement.</li> <li>• Coordinate with content creators to ensure timely and effective publishing of web content, blogs, landing pages, and multimedia.</li> <li>• Develop, implement, and manage the organization’s social media strategy across platforms (Facebook, Twitter, LinkedIn, Whatsapp, Tic Tock, Instagram, etc.) in a way that ensures consistent messaging and engagement with target audiences.</li> <li>• Monitor social media trends and measure success through analytics.</li> <li>• Manage and grow social media accounts by creating and sharing engaging/informative content.</li> <li>• Prepare digital marketing reports for the Chief Communications Office identifying strengths, weaknesses, gaps and areas for future development and improvement.</li> <li>• Respond to social media inquiries in a timely and professional manner.</li> <li>• Design, implement, and manage email marketing campaigns such as newsletters and promotional campaigns etc.</li> <li>• Assist in proofreading, copyediting and content creation as needed by the CCO.</li> </ul>	

- Maintain and segment email databases, ensuring accuracy and compliance with privacy regulations.
- Regularly track, measure, and report on the performance of digital marketing campaigns using appropriate analytics tools and strategies.
- Conduct market research to identify new digital market opportunities.
- Assist the Chief Communications Officer (CCO) with developing and managing the budget for the digital marketing arm of the communications team.
- Lead all digital marketing initiatives related to OEF, CTI, partner organizations and CTI's Social Enterprises as directed by the CCO.
- Monitor industry trends, competitor activities, and emerging technologies to ensure the organization remains competitive in the digital space.
- Perform any other assigned duties by immediate supervisor.

## **KNOWLEDGE & REQUIRED SKILLS**

**The Following skill and knowledge are required:**

### **Core Skills Specific to Post**

- Proficiency in Content Management Systems.
- Experience with Google Analytics, Google Ads, Facebook Ads Manager, and other marketing platforms.
- Strong understanding of digital marketing platforms, tools, and analytics along with managing digital campaigns, including SEO, SEM, social media, and email marketing.
- Ability to manage paid advertising campaigns, including budgeting, bidding strategies, and performance tracking.
- Familiarity with HTML and CSS for minor website updates and email template customization.
- Demonstrable standard knowledge of graphic design with sound written and oral communication skills.
- Effective time management skills and the ability to meet deadlines and work efficiently in a fast-paced environment with competing deadlines.
- Must have a keen eye for visual composition and aesthetics with the ability to pay close attention to detail.
- Strong understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design concepts.
- Basic digital photography and photo editing skills.
- Strong interpersonal skills and a Team Player.
- Capable of taking initiative and working with minimal supervision.
- Capable of Collaborating with internal and external stakeholders to achieve assigned goals.
- Must be well groomed and a highly organized individual.
- Ability to manage digital marketing across multiple social media channels.

**Additional Skill Required for Post:**

- Strong verbal and written communication skills, and ability to confidently interact with individuals at all levels.
- Capable of skillfully using job-specific smart devices & electronics.
- Strong Organizational, Multitasking, Creative, Written & Critical thinking skills.
- Computer literacy with proficiency in Word, Excel, Outlook, Power Point, Publisher, Canva.
- Efficient while maintaining a high level of accuracy and attention to detail.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision.
- Able to maintain confidentiality; demonstrate sound judgement and discretion.
- Ability to liaise with other departments to achieve a common goal.
- Proven ability to work well within a team.
- Self-motivated and results-oriented.
- Understanding and appreciation for the Core Values & Mission of OEF/CTI

**QUALIFICATIONS****Education:**

- Bachelor's Degree in Digital Marketing, Communications, Marketing, Business or related field.
- Certification in Google Analytics, Google Ads, or other related digital marketing certifications would be advantageous to the role.
- Proficiency in English Language (Written & Verbal)

**Experience**

- Minimum two - three (2-3) years' experience in digital marketing or marketing.
- Sound Understanding of a not-for-profit setting.

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**Acknowledged and agreed by:**

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**Date:**