



## JOB DESCRIPTION

**Prepared by:** Digital Marketing Manager  
**Date:** 20-06-2024

**Approved by -** Head Marketing / Registrar / Director  
**Date:**

**Job Title**

**Digital Marketing Manager**

**Reports to**

**Head Marketing**

### **Duties and Responsibilities:**

- Designing and overseeing all aspects of the digital marketing department of MITAOE including marketing database, email, and display advertising campaigns.
- Developing and monitoring campaign budgets.
- Planning and managing MITAOE social media platforms.
- Preparing accurate reports on the MITAOE marketing campaign's overall performance.
- Coordinating with advertising and media agencies, channel partners, publishers and experts to improve marketing results.
- Identifying the latest trends and technologies in the educational industry.
- Evaluating and timely improving MITAOE website for consistent traffic, to our target audience.
- Working with the creative team to brainstorm new and innovative growth strategies.
- Creating digital marketing strategies to achieve organizational goals
- Implementing marketing campaigns from ideation to execution
- Managing the marketing budget
- Coordinating marketing efforts with cross-functional teams like admissions, Schools, departments and School Deans.
- Analyzing marketing data and metrics to refine marketing strategies
- Staying updated with the latest marketing trends

**Qualifications:**

- Master's degree in marketing or relevant field.
- A certification in Digital Marketing
- A minimum of 5 years of experience in a digital marketing or advertising position.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- A good understanding of HTML, CSS, and JavaScript is required.
- Sound understanding of marketing fundamentals and tactics
- Creative thinking and problem-solving ability
- Leadership and project management skills
- Knowledge of digital marketing and social media marketing strategies
- Excellent verbal and non-verbal communication skills
- Proficiency with marketing tools and software