

Registration Number: C01192020

Ref. Number: MSS-JV/2023/015

Date: 14th May 2023

JOB OPPORTUNITY

Position Name	Marketing Officer
No. of Position	1
Worksite / Department	STO Trade Center / 2 nd Floor
Salary	<ul style="list-style-type: none"> • Net Salary Range: Negotiable • Health insurance will be provided after probation
Job Responsibilities	<ul style="list-style-type: none"> • Develop and execute marketing campaigns across various online platforms, including search engines, social media, email, and other digital channels. • Create and optimize landing pages and other website content to improve conversion rates and increase user engagement. • Conduct market research to identify and target the right audience and develop customer profiles to inform digital marketing strategies. • Develop and manage a content marketing strategy that includes creating blog posts, social media content, and other digital assets. • Collaborate with sales & marketing team to develop and produce high-quality digital assets such as banners, videos, and other visual media for use in digital marketing campaigns. • Design and produce visual content for digital marketing campaigns, including graphics, infographics, videos, and animations. • Edit and produce videos for use in digital marketing campaigns, including product demos, explainer videos, and social media content. • Manage and optimize advertising campaigns across multiple platforms, including Google Ads and social media advertising. • Monitor and analyze the performance of digital marketing campaigns, including web traffic, conversion rates, and engagement metrics, to identify areas for improvement and adjust strategies accordingly. • Track and report on the ROI of digital marketing campaigns to key stakeholders.

	<ul style="list-style-type: none"> • Stay up-to-date with the latest trends and technologies in digital marketing and graphic design, and provide recommendations on how to leverage them for the company's benefit. • Other duties as assigned.
Required Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Communications, Graphic Design, or a related field will be an added advantage. • 2-3 years of experience in digital marketing and graphic design, with a track record of successful campaigns and high-quality visual content. • Strong knowledge of digital marketing tools and techniques, including SEO, SEM, PPC, social media marketing, email marketing, and content marketing. • Experience in graphic design and video editing, with proficiency in Adobe Creative Suite, including Photoshop, Illustrator, Premiere, and After Effects. • Excellent written and verbal communication skills (English & Dhivehi), including the ability to create compelling content for digital channels. • Experience with web analytics tools, such as Google Analytics, and the ability to use data to drive decision-making. • Experience with digital marketing tools is a plus. • Strong project management and organizational skills, including the ability to manage multiple campaigns and projects simultaneously. • A strong attention to detail and the ability to think creatively to solve problems. • Strong organizational and time-management abilities • Excellent communication and people management skills
Deadline	24 th May 2023/ 1400hrs
How to Apply	<p>Interested candidates may send the following documents to our email info@stateshipping.mv</p> <ol style="list-style-type: none"> 1. Cover letter 2. Copy of ID card 3. Copies of academic certificates 4. CV 5. Portfolio of works completed. 6. Copies of reference letter by previous employers <p>For further clarifications you may contact us on +960 3029200.</p>