

We are looking for a talented and experienced Marketing Manager to create and administer our brand strategy. You will manage our company image in a cohesive way to achieve our marketing goals. Also, as a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively. Ultimately, you should be able to handle our online presence ensuring high levels of web traffic and customer engagement.

Responsibilities

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Advise on engaging daily content daily
- Monitor SEO and web traffic metrics
- Collaborate with other teams, like sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor/solicit customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness,
- Stay up-to-date with current technologies and trends in social media, design tools and applications, including FB, YT, IG, TikTok, etc.
- Design tailored sales messaging strategies
- Optimize customer conversions online
- Advise on our end user interface to ensure maximum customer retention and usability
- Update, synchronize and modernize the VH brand
- Perform competition analysis and advise on maximization of market share
- Become an expert on VH related market trends and create a data driven marketing strategy
- Compose clear communications intended for customers, media outlets and corporate partners with consistent branding

Skills

- Proven work experience as a social media manager or online marketing management
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Proven analytical and multitasking skills
- BS degree in Marketing or relevant field

Job Type: Full-time

Pay: From \$45,000.00 per year