



Cognitio Services (Private) Limited is a technology driven administrative back-end office entrusted with managing and overseeing various administrative tasks and support services for International Higher Education Institutions.

WE ARE FOCUSED ON DELIVERING EXCELLENCE.

WE ARE HIRING

Digital Marketing Manager

Digital Marketing Executive

Responsibilities

- Develop and implement digital marketing strategies to meet business goals to meet the requirements of International Higher Education Institutions.
- Manage and optimise all digital channels: SEO, SEM, PPC, email, social media, and content marketing.
- Analyse and report campaign performance; measure ROI and KPIs.
- Identify trends, optimise spending, and enhance performance.
- Collaborate to create effective landing pages and improve user experience.
- Plan, execute, and evaluate marketing experiments and tests.
- Use analytics to assess customer experience across channels.
- Stay updated on the latest digital marketing trends and best practices.

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- Stay updated on the latest digital marketing trends and best practices.
- Use analytics to assess customer experience across channels.
- Assist the manager digital marketing on all aspects of work.

Qualifications

- Bachelor's or Master's degree in Marketing, Business, or any related field.
- Specific qualification in the field of Digital Marketing is an added advantage.
- Proven experience as a Digital Marketing Manager or similar role.
- Excellent understanding of digital marketing concepts and best practices.
- Experience with B2C social media, Google Adwords, email campaigns, and SEO/SEM.
- Strong analytical skills and data-driven thinking.
- Knowledge of the latest online marketing trends and best practices.
- Proficiency in web analytics tools (e.g., Google Analytics, Netinsight, Omniture, WebTrends).
- Proficient in English

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WHAT WE OFFER

- Competitive salary above industry standards and performance-based bonuses.
- Medical insurance.
- Opportunities for professional growth and development in an internationally orientated environment.
- Vibrant and inclusive company culture

HOW TO APPLY

Interested candidates are invited to send their **CV** and **a cover letter** to hr@cognitio.world by the **1st of July 2024**. Please include the **position applied** for in the subject line.

You can visit our website for more information at <https://www.cognitio.world>