

Online Marketing Specialist Job Description

- Overseeing, marketing, and coordinating all digital marketing activities
- Supporting and working in conformity with the set goals or objectives in the marketing plan
- Monitoring, managing, and improving the organization or brand's online reputation
- Managing and overseeing search engine optimization program in order to enhance improvement in ranking and product visibility
- Brainstorming in order to develop new ideas for creative marketing campaigns
- Conducting market research in order to seek consumer requirements, habits, and trends
- Liaising and collaborating with external vendors in order to carry out promotional events and campaigns
- Publishing and maintaining promotions which result in an increase in traffic or sales revenue for the organization
- Assisting in the analysis of marketing data in order to ensure that future marketing strategies are well shaped.