

Digital Marketer

Remuneration:	R18000 - R20000 per month basic salary
Location:	Johannesburg
Education level:	Degree
Job level:	Junior/Mid
Type:	Permanent
Company:	PikUniq

Attention: Please note that the hiring team responsible for this position will be using the PikUniq platform for candidate screening and conducting one-way interviews. Each application received will be carefully evaluated and screened. Further information on how to get started will be provided.

We are looking forward to receiving your application.

Position: Digital marketer

Location: Gauteng

About the role: The successful applicant will develop and implement creative content and strategies tailored to the strengths of various social media platforms to increase brand awareness, community engagement and ultimately drive sales. In doing so, the digital marketer will maximise customer awareness and engagement with the complete basket of product goods and services, thereby helping us to grow sales.

Responsibilities:

- Develop and implement monthly social content calendar.
- Use social media tools to craft and release creative and engaging content to our social channels.
- Provide community feedback to management and stakeholders.
- Monitor social channels for positive and negative company, brand, and product mentions.
- Manage company and brand reputation to the community through timeous, professional, and consistent feedback.
- Develop social media campaigns and content in collaboration with the sales and marketing teams.
- Effectively connect with existing customers and acquire new ones.
- Analyse the company's social strategy to make frequent improvement suggestions.
- Stay up to date with new and emerging trends to help keep your social media presence.
- Establish key performance indicators to understand the efficacy of social campaigns and adjust strategy for further optimisations.
- Achieve and report on social KPIs.

Minimum requirements:

- Grade 12 digital marketing degree/diploma or related 3-4 years experience in a similar role.
- Extensive knowledge of the current social media platforms.
- Keen understanding of how to craft effective social media strategies.
- Experience managing a company/brand's reputation in social channels.
- Graphic design skills and photographic/videographic experience (advantageous).

Skills:

- Digital marketing
- Social media marketing
- Graphic design
- Social media strategies
- Brands videography

Company Description

At PikUniq, we're revolutionising the way talent meets opportunity. With our cutting-edge HRTech platform, we blend traditional recruitment methodologies with innovative technology, and our solutions streamline and optimise the hiring process.

Our mission is simple: to connect employers with unique talent. Whether you're a forward-thinking company seeking the perfect fit or a talented individual ready to embark on your next career journey, PikUniq is here to make it happen. Join us in shaping the future of recruitment and unlock boundless possibilities with PikUniq.

Posted on 30 Apr 15:57, Closing date 29 Jun

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