



# Job Description

9th Floor Tanzanite Park, Victoria, Dar es Salaam, Tanzania | +255 758 778 886 | info@empower.co.tz

---

<b>Job Title</b> Digital Marketing Manager	<b>Job Location</b> Dar es Salaam	<b>Category</b> Marketing
<b>Job Type</b> Full Time	<b>Job level</b> Manager	<b>Industry</b> Insurance

**Open to Expatriates**  
Only Open to Tanzanian Nationals

## Minimum Requirements

---

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Insurance: 7 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> Marketing: 6 Years	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

---

Our client is seeking a creative, analytical, and experienced Digital Marketing Specialist to join our team. The Digital Marketing Specialist will be responsible for developing, managing, and optimizing digital marketing strategies and campaigns. This role involves generating leads, conducting market research, and actively collaborating with the business to enhance the performance of our digital initiatives.

## Responsibilities

---

- Developing and implementing a digital marketing strategy, Brainstorming new and creative growth strategies
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Creating visual concepts for promotional activities, Designing, building and maintaining our social media presence.
- Evaluate emerging technologies.
- Provide thought leadership and perspective for adoption where appropriate.
- Plan, execute, and measure experiments and conversion tests.
- Managing the digital marketing calendar
- Maintaining the online presence and reputation of the company
- Overseeing the creation and maintenance of social media content
- Tracking digital marketing performance, identifying trends and insights, and optimizing spend and performance based on the insights
- Creating and updating digital marketing reports
- Overseeing the digital marketing budget
- Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Collaborate with internal teams to create landing pages and optimize the user experience.
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

## Education & Qualifications

---

- Minimum of a bachelor's degree in digital marketing or a similar field
- Knowledge of data analytics, forecasting methods, MS Office (Excel, Word, PowerPoint, etc.).

## Requirements

---

- Minimum of 6 years of experience as a Digital Marketing Specialist or similar role,
- Proven working experience in digital marketing
- Experience with digital marketing automation software
- Demonstrable experience leading and managing SEO/SEM, marketing database, mail, social media, and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience in optimizing landing pages and user funnels.
- Experience with Google Ads and Google Analytics
- Knowledge of web publishing
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns.
- Working knowledge of HTML, CSS, and JavaScript development and constraints

## Characteristics

---

- Ability to deliver/ complete assignments timely.
- Good communication and people skills.
- Honest, confident, and have high integrity.
- Fluent in English and Swahili.
- Reliable and ethical with a high degree of integrity.
- Ability to work well in a team environment.
- Strong time management skills
- Excellent multitasking skills
- Highly developed attention to detail
- Ability to work in a fast-paced environment.
- Ability to prioritize tasks and meet deadlines.

## Reporting To

---

CEO

## Driving Licence

---

Not Required

To Apply for This Job [Click Here](#)