



**Job Category:** Design/Creative & Arts

**Job Source:** nrbjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Age Limit:** Minimum 21 year(s)

**Posted On:** 22 Jan 2025

**Experience:** 1-4 years

**Application Deadline:** 18 Feb 2025

## Job Context

- Brand Marrow Communications is seeking a highly creative and motivated Graphics Designer & Digital Marketer to join our team. The ideal candidate must have a strong design background combined with expertise in digital marketing strategies to help elevate our brand presence online.

## Job Description/Responsibility

- Create visually appealing graphics, layouts, and designs for digital and print media including social media, websites, brochures, and advertisements.
- Work on branding materials, marketing collateral, and company presentations.
- Collaborate with internal teams to create cohesive and engaging visual content.
- Develop, implement, and manage digital marketing campaigns to drive traffic, engagement, and conversions.
- Optimize online content for SEO, ensuring high visibility and rankings in search engines.
- Manage social media platforms (Facebook, Instagram, LinkedIn, etc.) and develop strategies for engagement and brand growth.
- Analyze digital marketing performance using analytics tools, and create reports to assess campaign success and recommend improvements.
- Coordinate email marketing campaigns, online ads, and other digital communication strategies.
- Stay up-to-date with the latest digital marketing trends and tools.

## Education Requirements

- Diploma(Diploma (Vocational)) completed.

## Additional Academic Requirements

- BSc in Graphics Design/Diploma in Graphics Design
- Advance course in Digital Marketing.

## Experience Requirements

- 1 - 4 years of experience is required.

## Additional Experience Requirements

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## Skills Requirements

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- Proven experience of at least 2-4 years in graphics design and digital marketing sectors.
- Proficiency in design software such as Adobe Photoshop, Illustrator, and InDesign.
- Strong understanding of digital marketing tools, including Google Analytics, SEO tools, social media management platforms, and email marketing software.
- Excellent written and verbal communication skills in English.
- Creative mindset with an eye for detail and design.
- Ability to work independently and as part of a team.
- Strong organizational skills with the ability to handle multiple projects

## Work Area

- Applicant should have experience of working in the following category(ies): Design/Creative & Arts

## Industry Type

- Experience should include the following skills: Consultancy Firm

## Compensation/Benefits

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- Salary: Negotiable