



<https://panklays.com/vacancy/were-hiring-digital-marketing-specialist/>

## Digital Marketing Specialist

### Description

Are you a creative strategist with a passion for music and digital innovation? Our client, a **trailblazing new music streaming company**, is seeking a skilled **Digital Marketing Specialist** to help elevate their online presence and connect with music lovers worldwide.

### Responsibilities

As a Digital Marketing Specialist, you'll be at the forefront of crafting and executing campaigns that resonate with diverse audiences. Your key responsibilities will include:

- Developing digital marketing strategies: Designing innovative plans to grow brand awareness and user engagement.
- Managing social media platforms: Creating and curating content that connects with followers and drives interaction.
- Running targeted ad campaigns: Utilizing platforms like Google Ads, Facebook, and Instagram to reach the right audience.
- Analyzing performance metrics: Monitoring campaign performance and leveraging insights to optimize results.
- Collaborating with cross-functional teams: Working alongside content creators, designers, and PR teams to deliver cohesive marketing strategies.

### Qualifications

- A qualification in Marketing, Digital Media, Communications, or a related field.
- Proven experience in digital marketing, preferably in the entertainment, music, or tech sectors.
- Expertise in tools like Google Analytics, SEO, and social media management platforms.
- Strong creativity and storytelling skills to engage audiences.
- Analytical skills to interpret data and drive impactful campaigns.

### Hiring organization

Quarlytics Music

### Employment Type

Full-time

### Job Location

Sandton, South Africa

Remote work possible

### Date posted

January 11, 2025