



## Digital marketing officer

**Posted by:** Carbone Restaurant Group LTD

**Posting date:** 18-Jul-2024      **Closing date:** 14-Jan-2025

**Education:** Bachelor's degree

**Language:** English

**Job location:** Winnipeg

**Salary:** \$35 Per Hour

**Years of Experience:** 1 year

**Vacancy:** 2

**Job Type:** Full Time

**Job id:** CAJ2891598

Expired

## Job description:

### Responsibilities

#### Tasks

- Develop communication strategies
- Develop policies
- Evaluate communication strategies and programs
- Oversee the preparation of public written material
- Prepare written material such as reports, briefs, website content

- Supervise professional and support staff and students
- Supervise staff
- Write speeches, presentations and press releases
- Perform administrative tasks
- Plan development projects
- Prepare reports, research papers, educational texts or articles
- Advise clients on advertising or sales promotion strategies
- Conduct analytical marketing studies
- Design market research questionnaires
- Evaluate customer service and store environments
- Maintain database of potential franchisees, real estate locations and on-line buy/sell Internet sites
- Develop marketing strategies
- Maintain and manage digital database
- Write and edit press releases, newsletter and communications materials

### **Supervision**

3-4 people

### **Experience and specialization**

#### **Computer and technology knowledge**

- Adobe Illustrator
- Adobe Photoshop
- CSS
- HTML editing software
- JavaScript
- MS Excel
- MS PowerPoint
- MS Word

### **Additional information**

#### **Work conditions and physical capabilities**

Work under pressure  
Tight deadlines  
Fast-paced environment  
Attention to detail

**Personal suitability**

Efficient interpersonal skills  
Excellent oral communication  
Excellent written communication

**To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: [benjamin@carbonerestaurantgroup.com](mailto:benjamin@carbonerestaurantgroup.com)**

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