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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

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