

<b>JOB DESCRIPTION</b>	<b>Tourism Department</b> Botanical House P.O. Box 1262
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Post Title: Digital Marketing Executive  
Unit: Digital Acquisition & Community Mgt.  
Section: Digital Marketing  
Division: Destination Marketing

Post Number:  
Salary Band: B2  
Responsible To: Director  
Supervisory Role: None

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**JOB SUMMARY**

The Digital Marketing Executive is responsible for assisting with the maintenance and management of the Tourism Department on digital platforms by ensuring that all information is current and accurate.

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**DUTIES AND RESPONSIBILITIES**

1. Manage the submissions, collection, verifications, and uploading of all data for the websites and online profiles.
2. Maintain and update events and information on a regular basis to ensure all online information is timely and dynamic.
3. Develop, produce, schedule, and post engaging content across social media platforms; respond promptly to inquiries and comments to build community trust.
4. Execute strategies to drive online traffic, strengthen search engine visibility, and support lead generation or conversion goals.
5. Assist to improve the usability, design, content and conversion of the company website.
6. Respond promptly to inquiries from the web audience
7. Maintain social networking channels and to keep key content areas of the website fresh and dynamic by seeking out new copy, imagery, audio and video materials.
8. Identify and report on digital and social media trends.
9. Stay current on all social media developments, trends and emerging platforms; provide insights and recommendations for optimisation and innovation.
10. Provide real time social media customer support during the special events in collaboration with the marketing, programming, production and events teams.
11. Assist to maintain the online image library.
12. Research and report on online advertising opportunities incorporated into campaigns.
13. Liaise with designers i.e. web or graphics to create visuals for the various campaigns.
14. Provide updates on the effectiveness of web strategies and promotional activity.
15. Ensure the logical filing and archiving of relevant marketing materials.
16. Any other related duties.

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**QUALIFICATIONS & EXPERIENCE**

- Diploma in Marketing, Tourism or related field plus three years related working experience, OR
- Degree in Marketing, Tourism or a related field plus two years related working experience.

**SKILLS & COMPETENCIES**

- Proficiency in managing websites and content management systems (CMS).
- Knowledge of Social Media Marketing & Advertising, Content Creation (videography), Search Engine Optimisation and Search Engine Marketing.
- Analytical mindset.
- Creative, proactive, and adaptable.
- Strong organisational and time-management skills.
- Strong interpersonal and communication skills.