



# Digital Marketer, 32000 грн.

📍 Киев, 🔄 1 июля 2024

Компания: [Sociala](https://jobs.ua/company/id/1636529) (<https://jobs.ua/company/id/1636529>) ([Все вакансии](#))

Рубрики: [IT, WEB специалисты](#), [Реклама, маркетинг, PR](#)

## Пожелания к сотруднику

Образование: полное высшее  
Опыт работы: от двух лет  
График работы: полный рабочий день

## Описание вакансии

### Responsibilities:

- Development and implementation of marketing strategy
- Developing and launching advertising campaigns: targeting, influence campaigns, UGC, etc., including selecting appropriate target audiences, setting budgets, monitoring campaign performance and making adjustments when necessary.
- Shaping marketing objectives, keeping in mind the goals, and developing a project plan
- Analyzing data and metrics to determine the effectiveness of marketing campaigns and optimize them.
- Collaborating with the product team to identify and implement new features to improve user experience.
- Managing the user community on social platforms, including interacting, moderating and responding to feedback.

### Requirements:

- +3 years experience in digital marketing
- Understanding of content monetisation mechanisms on social platforms and experience with analytics in this area.
- Understanding of the market and edtech trends is a great advantage
- Experience in using promotion and analytics tools for digital campaigns (Facebook Insights, Instagram Insights), ad campaign management tools (Facebook Ads Manager, Google Ads), and web traffic analytics tools (Google Analytics).
- Experience in developing a marketing strategy from scratch
- Experience in planning, launching and controlling advertising campaigns from scratch.
- Understanding of social platform algorithms and ability to adapt marketing strategies to changes in these algorithms for optimal audience reach.

## Контактная информация

Контактное лицо: HalynaLubochkova