

COMPANY DESCRIPTION

Katlego Solutions is a company that provides interconnected, integrated, and automated digital office solutions. These include managed print services, document management software and solutions, tailored business process management solutions, telecommunications solutions, IT solutions, printing technology for 3D, colour, and black & white in all sizes, security solutions, and energy solutions for business continuity. Katlego Solutions has over 30 years of experience in providing a broad range of brands and delivering value to clients by integrating and managing technologies to achieve synergistic benefits.

JOB PROFILE

POST IDENTIFICATION	
Title	Digital Marketing Specialist

LOCATION OF POST IN ORGANOGRAM	
Department	Ecommerce Department

JOB PURPOSE
<p>This is a full-time role for a Digital Marketing Specialist at Katlego Solutions in Midrand, South Africa. The Digital Marketing Specialist will be responsible for developing and implementing digital marketing campaigns, managing social media presence, conducting website and social media analytics, and optimizing online marketing initiatives to drive traffic, increase engagement and conversions.</p>

JOB RESPONSIBILITIES
<ul style="list-style-type: none"> • Planning, creating and implementing all digital marketing <ul style="list-style-type: none"> ◦ Management (end-to-end) of various digital marketing campaigns ◦ Building and managing websites, e-commerce websites, and social pages ◦ Building and managing email marketing campaigns ◦ Monitoring various digital platforms for performance and insights ◦ Digital content planning, creating, copywriting, and implementing ◦ Manage social media accounts, including posting, scheduling, and engaging with followers • Optimizing websites for search engines (on-page SEO) and customer experience • Analysing and fixing technical issues on the backend of websites • Performing A/B testing, conversion rate testing with a focus on Conversion Rate Optimization (CRO) • Managing all aspects of SEO and PPC campaigns, including keyword research • Creating and managing paid search ad campaigns and budgets • Monitoring and analysing social media and website trends, best practices, tools and user behaviour

- Analysing competitors' websites, social pages and online marketing initiatives Creating reports and presenting feedback on digital performance
- Managing and working with external marketing suppliers, agencies and OEM suppliers to create digital campaigns and content for websites, social platforms, Google Shop and other e-commerce platforms
- Managing digital campaign budgets and online accounts
- Supporting Group Marketing Manager in the delivery of an integrated marketing strategy and related projects

ESSENTIAL REQUIREMENTS OF THE JOB

Minimum educational qualifications, skills and experience that are required to perform the job competently.

- Matric / Grade 12 Certificate, and qualification(s) in Marketing / Digital Marketing, with 3 - 5 years working experience
- Working knowledge and proven experience of:
 - Digital marketing
 - E-commerce
 - SEO, SEM, CRO, PPC, Keyword Research
 - Google Ad Manager, Google Analytics
 - Social media content and advertising management
 - Website design and management, including WordPress
 - Digital data analysis and reporting
 - Microsoft Office suite
- In-depth knowledge of websites, social media platforms, algorithms, and advertising capabilities
- Strong understanding of social media and website analytics tools to measure and report on campaign performance
- Proficiency in social media and website management tools
- Experience in creating content for different digital channels
- Knowledge of current digital marketing trends and best practices
- Strong communication and analytical skills
- Excellent English written and verbal language skills
- Creative thinking and problem-solving abilities
- Ability to work independently as well as collaborating with a team
- Capable of multi-tasking and working concurrently on several projects
- Strong organizational skills and attention to detail
- High level of professionalism, and showing initiative
- Deadline driven and ability to work accurately under pressure
- Time management skills essential
- Strong customer service and interpersonal skills
- Motivated and self-confident

POPI DISCLOSURE

The company commits to comply with POPI regulations when receiving all applications. This means that all information of applicants will be treated in a confidential manner and intended solely for shortlisting and selection processes.

Please note that those CV's not shortlisted will be discarded.

Candidates are encouraged to only provide position specific information as per the job profile.

The Octopi Group and its subsidiary companies are equal opportunity employers. All positions are advertised in accordance with the company's Employment Equity Policy