



Job Description

Position Title: Digital Marketing and Social Media Marketing Specialist

Department: Communications

Location: Hodmas University College Campus

Position Type: Full-Time

Reporting to: Director of Marketing and Communications

About Hodmas University College:

Hodmas University College is a dynamic and forward-thinking educational institution committed to providing high-quality, accessible, and innovative education. We are seeking a talented Digital Marketing and Social Media Marketing Specialist to join our team and help us expand our online presence, engage with our community, and drive student enrollment.

Job Summary:

The Digital Marketing and Social Media Marketing Specialist is responsible for developing and executing digital marketing strategies, managing the university's social media presence, and contributing to overall brand awareness and student recruitment efforts. This role requires a creative and analytical individual with a deep understanding of digital marketing channels and trends.

Key Responsibilities:

1. Digital Marketing Strategy:

- Develop and implement comprehensive digital marketing strategies to promote Hodmas University College.
- Monitor and analyze the performance of digital marketing campaigns to optimize results.
- Collaborate with the marketing team to align digital efforts with broader marketing goals.

2. Social Media Management:

- Manage and maintain the university's social media profiles and presence on platforms such as Facebook, Twitter, Instagram, LinkedIn, and others.
- Create engaging content, including text, image, and video, to foster engagement with the university's audience.
- Monitor social media trends and competitors to stay ahead in the digital landscape.



3. **Content Creation:**

- Produce high-quality and engaging content for various digital channels, including blog posts, articles, graphics, and videos.
- Work with other departments to gather content and stories that highlight the university's strengths and achievements.

4. **SEO and SEM:**

- Implement SEO strategies to improve the university's visibility on search engines.
- Manage and optimize paid advertising campaigns to increase website traffic and lead generation.

5. **Analytics and Reporting:**

- Use analytics tools to track the performance of digital marketing campaigns and social media efforts.
- Prepare regular reports and provide insights to improve strategies and tactics.

Qualifications:

- Bachelor's degree in marketing, Communications, or a related field.
- Proven experience in digital marketing, social media management, and content creation.
- Strong knowledge of SEO, SEM, and analytics tools.
- Excellent written and verbal communication skills.
- Innovative and creative mindset
- Creative thinking and an eye for design.
- Ability to work independently and as part of a team.
- Up to date with the latest digital marketing trends and best practices.

How to Apply: Interested candidates should submit a resume, cover letter, and any relevant digital marketing portfolios or examples of previous work to hr@hodmas.edu.so by 5th November 2023. Please include "Digital Marketing and Social Media Marketing Specialist Application" in the subject line.

Hodmas University College is an equal opportunity employer and encourages applications from candidates of all backgrounds and experiences.