

Job Title: Digital Marketing Officer

Reports to: International Marketing Manager

About the Organisation:

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as the future of their families, their community, and society at large. In order to achieve that, we are led by our core values of transparency, dignity and empowerment.

Hours: Full-time (40 hours a week), Part-Time (20 hours a week), Permanent, or Temporary. Flexibility to occasionally work outside hours is required.

Key Responsibilities:

- Creating and maintaining digital ad campaigns using Facebook Ads Manager, Google Ads, and other platforms/tools for multiple international offices.
- Managing the campaign build, ad spend budget, and conversion tracking
- Segmenting CRM databases to develop remarketing strategies
- Providing regular reports on campaign performance and against specific goals (ROI and KPI's)
- Evaluating and testing end-to-end donor/supporter experiences across multiple channels
- Testing and learning with audiences to improve CX and conversion.
- Carrying out A/B testing to optimize ad performance.
- Setting up Google Ad Grants for multiple international offices.
- Creating and implementing email campaigns
- Building dynamic and mobile friendly newsletters
- Developing and building HTML email templates
- Assisting with the creation of websites and pages and updating existing web applications
- Any other duties assigned by International Marketing Manager.

Experience:

At least 2 years' experience in digital marketing. Any relevant qualification(s) in digital marketing desired.

Competencies:	Essential	Desirable
Excellent organisation and effective communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conflict resolution and critical thinking	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactivity and self-motivation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Great listening and rapport building	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong attention to detail and organisational skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The ability to manage pressure and conflicting demands, and prioritise tasks and workload	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Hard working and eager to learn	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tact, discretion, and respect for confidentiality	<input checked="" type="checkbox"/>	<input type="checkbox"/>