



Visionary Technologies Company

RC/DLN/2015/A/1975

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Douala- Littoral Cameroon

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Email: info@vtc.cm

Website: www.vtc.cm

Job Title and Role: Bilingual Digital Marketer

Type of Job:	Salary:	Location:	Required Experience	Expiry Date
1. Freelance: 2. Full time:	Negotiable	Douala	: Entry Level	: 30/06/2016

Job Description:

VTC Cameroon Digital marketer will be required to work for

1. VTC Cameroon
2. Her clients like L'Atrium-SPAR in Douala-Cameroon, Dee-lite SARL in Douala-Cameroon, NS Management & Booking in New York-USA, Discount Handy in London-UK, Rocks

Skills:

Perfectly Bilingual(technically), Data Analysis, Social Media Marketing, Public Relations, A/B Testing, Community Management, Digital Marketing Strategy & planning, Brand Design and Strategy, Marketing Analytics, Referral marketing

What we're NOT looking for:

- Candidates without proven analytical skills, marketing-only experience
- Someone who prefers to sit behind their desk all day
- Roll up your sleeves, put your hand in the dirt -type of attitude

We are looking for someone who sets targets and gives results

Responsibilities and Duties

- Devising strategies to drive online traffic to VTC Cameroon's website and those of her clients.
- Tracking conversion rates and making improvements VTC Cameroon's website and those of her clients.
- Developing and managing digital marketing campaigns.
- Utilizing a range of techniques including social media, paid search, SEO and PPC.
- Overseeing the social media strategy for VTC Cameroon and her clients.
- Managing online brand and product/service campaigns to raise brand awareness.
- Managing and improving the redesign of VTC Cameroon's website and those of her clients.
- Improving the usability, design, content and conversion of VTC Cameroon's website and those of her clients.

- Responsibility for planning and budgetary control of all digital marketing for VTC Cameroon and that of her clients.
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep VTC Cameroon's at the forefront of developments in digital marketing in Cameroon and Africa.

Qualifications and Experience

- Excels at research, possesses excellent writing skills and the ability to crank editorial and technical writing output without brooding.
- Has work experience or training in advertising, PR, online marketing or similar field
- Proficient with Microsoft Office products.
- Dedicated to blogging and use of Facebook
- Understands the power of inbound marketing and perfect utilization.
- Demonstrated ability to map out a marketing strategy and then drive that strategy proven by testing and metrics
- Experience sourcing and managing content development and publishing
- Ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound
- Understands social media universe including YouTube, Delicious, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, etc...We're looking for a social media addict who maintains a personal mix of participatory expertise from among these channels.
- Possesses functional knowledge or some experience with Graphic design, Infographs, HTML/CSS
- Knowledge of search engine optimization-think including basic keyword research. We name and tag our posts based on research.
- Has excellent verbal and written communication skills and an ability to work individually on a project or in a team environment
- Brings to the position outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines
- Ability to communicate results to management and in a fast paced environment
- At least 2 years of data analytics and digital marketing experience, preferably with a startup
- Quantifiable proof of success from previous experience
- In depth experience and grasp of advertising and analytics tools a must (AdWord, Adroll, Facebook, Google Analytics, CDNs, Hootsuite, Woopra, native advertising, Optimizely and etc.)
- "Out-of-the-box" thinker with ability to test and execute new hypotheses and projects

How to apply:

Send CV + Letter of Application to hr@vtc.cm

Yours sincerely
Francis F. T

