

## Position Description

Vacancy Title: **Digital Marketing Specialist**

Location: **Suva, Fiji Islands**

Reports To: **None**

### Objective

The Digital Marketing Specialist will be responsible for developing, managing and updating the digital platforms such as Social media pages to promote FBC's products, services, and brand.

### Outcomes

#### Organisational Stakeholders

##### 1. Digital Marketing

- Updating and managing social media and advertising accounts on Google, Microsoft, Facebook, LinkedIn and other platforms
- Optimizing the performances of campaigns across paid search, display, remarketing, video and social advertising
- Effectively communicating the value of digital marketing efforts to clients and stakeholders
- Continually assessing new tactics that can improve visibility and conversion
- Prioritizing tasks and tracking work performed across multiple clients
- Building brand awareness and generating real sales and return on investments
- Providing assistance with content creation, distribution, reporting and analysis for clients (internal & external)
- Continuous monitoring of digital market trends and stay abreast with technology while sourcing new potential clients
- Sharing of information, contacts, skills and leads with other team members
- Explaining of information, concepts, ideas and/ or instructions clearly, in both written and verbal form

##### 2. Support Service

- Generate innovative ideas to increase the usage of digital products
- Develop high quality and industry-leading digital products across web, mobile, and social media
- Advance and grow FBCs digital properties into marketing-leading positions
- Work with teams to create content that informs, educates and entertains
- Generate advertising revenue for FBC's digital properties
- Plans and execute all web, email, social media, and display advertising campaigns.
- Design, build, and maintain the FBC's social media presence.
- Measure and report performance of all digital marketing campaigns and assesses against goals.
- Identify trends and insights and optimize spending and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

#### Product's Stakeholders

##### 1. Operational and statutory compliance

- Statutory compliant to laws and regulations
  - Health and safety compliance
  - Environmental compliance
- Operationally compliant to the organisation's policies and procedures

### Responsibilities - Key Competencies

Competence	Description
<b>Business</b>	
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Resource Management	Deliver results through the efficient and effective allocation and use of supplies , equipment and people.
<b>Customer</b>	
Promotion	Promote the value of the products/services offered by the organisation.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
<b>Professional</b>	

Competence	Description
Technology Application	Apply technology.
<b>People</b>	
Self-Management	Manage your priorities and objectives efficiently and effectively
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
Team Orientation	Work in a team towards a common aim.

## Qualifications

Qualification	Discipline	Notes
<b>Preferred</b>		
Diploma	Sales/Marketing/Advertising	A diploma in Marketing
<b>Desirable</b>		
Degree	Sales/Marketing/Advertising	A degree in Business & Marketing

## Work Knowledge and Experience

Minimum 2 to 3 work work experience in marketing (Digital Marketing)  
 Certifications with Google Ads and /or Facebook blueprint- would be added advantage  
 Experience with analytics tool and project management.

## Requirements

### Other Required Requirements

No other required items found.

## Interactions

Type	Interaction	Comments
<b>Internal</b>		
	Business Relationship Manager	
	Studio69 Team	
	Radio Managers	
	Marketing Team	
<b>External</b>		
	Clients	
	Customers	

## Attributes

### Behavioural Styles

Detail oriented Attends to the small elements of a task/activity, ensuring completeness and accuracy.  
 Enthusiastic Shows high levels of excitement and interest, and expresses positive feelings.  
 Innovative Devises new and creative ways to do things comes up with original ideas.

### Interpersonal Styles

Team Oriented Enjoys being with others as part of a group or team.

### Thinking Styles

Flexible/Adaptable Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.  
 Initiative Takes action and makes decisions without the help or advice of other people.  
 Well organised Controls tasks in a well thought out and critical manner.  
 Imaginative Generates ideas and images, showing creativity.

## How To Apply

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## Contact for Enquiries

Contact Name: HR Team

Contact Email: hrteam@fbc.com.fj

Further Contact Information: 3314333

**Closing Date: 16 Nov 2024**