

VACANCY



DIGITAL MARKETING COORDINATOR

Chue Wing & Company Limited (ABC Foods) is a leader in FMCG distribution in Mauritius and a major Division of the ABC Group of companies.

Job Description

ABC Foods is looking for a dynamic Digital Marketing Coordinator to join its team and who shall report to Marketing Manager.

Key Responsibilities:

Responsible for planning, developing, implementing and managing the overall digital marketing strategy of ABC Foods

Key Duties:

- Develop digital strategies & budget plan for our key brands, aligned to our business goals & brand guidelines
- Work in close collaboration with internal teams to plan and implement social media actions and programs
- Create engaging contents through original texts, images and video contents
- Prepare online newsletters, promotional emails or any promotional catalogues for the business
- Monthly tracking & reporting on key performance metrics.
- Identify new opportunities to succeed, using new social and digital trends, approaches and technologies
- Any other cognate duties as assigned by Line Manager

Key Competencies:

- Excellent communication, analytical and interpersonal skills
- Strong attention to detail, ability to multitask and work under tight deadlines.
- Ability to work in team and independently.
- Dynamic & Proactive
- Results driven attitude & willingness to always learn & improve
- Skills and experience in creative content writing
- Knowledge in Photoshop, illustrator and adobe would be a plus.
- Fluent in English & French, both in writing and speaking
- Good understanding of digital marketing concepts
- Perfect knowledge of the web analytic tools

Key Qualifications:

- Degree in marketing or digital marketing or relevant field
- Proven experience in a similar role
- Experience with the B2C social media, google adwords, emailing campaign and SEO

Candidates wishing to apply are invited to send their motivation letter and CV by latest the **31st October 2021** to the **HR Manager, ABC Foods, Avenue Trianon, Trianon. Email: hr@abcfoods.mu**

For more information on the company, please visit our website: www.abcfoods.mu
ABC Foods reserves the right to call the best qualified candidates for interviews.

