

# Mozambique Jobs Expertini®

## Digital Marketing Assistant

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Company: Emerald Green Media

Location: Mozambique

Category: other-general

Emerald Green Media Ltd is a digital media company that owns several influential websites, including Ireland Before You Die and Meanwhile in Ireland.

These websites began as far back as 2014, but Emerald Green Media was founded in 2019 to bring them all under one company.

Ireland Before You Die (IB4UD) is our main website, and it is Ireland's most popular independent travel and culture website.

Meanwhile in Ireland is one of Ireland's biggest culture and satirical news websites.

We are recruiting for a Digital Marketing Assistant to join our team remotely. The successful candidate will work closely with our team on an exciting mix of projects spanning a variety of digital channels.

The role will include all aspects of digital marketing, including SEO, social media, email marketing, sales, content marketing, and digital strategy.

### The Role

#### You will be responsible for:

Managing and improving our SEO strategy

Managing and improving our social strategy

Tweaking and uploading videos to our social accounts (including TikTok)

Analysing Google Analytics data

Managing the marketing strategy for our online shop and email newsletters

Building relationships with content creators and other websites

Creating and posting Instagram and Facebook stories with links to our articles

Managing and growing our Twitter account

You will receive full training to help you succeed in this role but we want someone who can improve our company.

### **Ideal Profile**

Highly skilled in spoken and written English to be able to effectively liaise with stakeholders in the region.

Evidence of work experience in Marketing

A passion for travel and Ireland

Good knowledge of digital marketing

Experience in using Photoshop and Canva

An understanding of social media marketing

An analytical mind

Excellent attention to detail

Experience working under pressure and on various projects simultaneously

Excellent verbal and written communication skills with the ability to communicate effectively with both internal and external customers

Excellent proofreading and high attention to detail

Good organizational skills

Ability to meet deadlines

Ability to work effectively on a team

### **What's on Offer?**

Opportunity within a company with a solid track record of performance

Work alongside & learn from best in class talent

Strong opportunities to progress your career

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