



External Publication of Job Posting

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Job Posting Title

DIGITAL MARKETING SPECIALIST

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Job Title

DIGITAL MARKETING SPECIALIST

Organization

The African Union, established as a unique Pan African continental body, is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a new partnership worldwide. Its Headquarters is located in Addis Ababa, capital city of Ethiopia.

In seeking to achieve these objectives, the African Union intends to strengthen its capacity to deliver by, among others, the implementation of new organization structure and the filling of regular and short-term vacant posts.

The Commission of the African Union invites applicants who are citizens of Member States for the short-term post of Digital Marketing Specialist in the Directorate of Information and Communication of the African Union Commission.

Department

Post

Title Digital Marketing Specialist

Grade: P2

Supervisor: Senior Brand & Advertising Officer

Directorate: Information and Communication

Duty Station: Addis Ababa, Ethiopia

Number of Positions: 1

Project

Summary of the Job Description

Develop and execute effective online marketing strategies geared to influence the development agenda, promote public and media outreach and mobilise support for the programmes of the African Union Commission.

Tasks

Duties and Responsibilities:

- Deliver a wide range of digital marketing projects including organic optimisation, social media, paid search, blog implementation and link building
- Develop, implement, track and optimises AUC digital marketing campaigns across all digital channels.
- Build out and manage PPC and display campaigns
- Be the paid search, SEO and digital marketing subject matter expert
- Design, build and maintain our social media presence in line with corporate policies and manage existing and new social media platforms
- Lead in identification and development of digital content of AU digital platforms – Website, Social Media, Mobile Platform and to propose adoption of relevant new communication technologies
- Create campaign performance dashboards for reporting and decision making
- Coordinate data capture and reporting to allow for ongoing campaign measurement and optimisation
- Support the development of a digital marketing plan to position the AU on digital platforms and ensure relevancy to key audiences
- Work with the Webteam and MIS teams to develop apps and content for mobile platforms and applications
- Develop digital tracking and reporting metrics to measure effectiveness of AU communications and campaigns online and assess against goals (ROI and KPIs)
- Uses social analytics and listening tools to identify improvements to AUC's online social reputation
- Develop insightful, thorough recommendations to improve technical, design, content, on-page and off-page optimisation elements
- Develop a lead generation plan that will increase traffic to AUC digital platforms as well as development of databases that will assist the African Union to communicate more effectively in a targeted manner
- Conduct research on Social media platforms on topical areas relevant to AUC especially
- Collaborate with Webteam to create landing pages and optimize user experience
- Utilize the ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies; provide thought leadership and perspective for adoption where appropriate
- Provide direction and support to the graphics design and web team in concept creation, presentations, multimedia pieces and marketing collateral, to develop creative ideas, graphic design and other digital assets
- Develop and manage marketing automation platform to optimize segmentation, campaign execution and reporting
- Regularly upload and tag images, and develop content with a focus on SEO
- Perform any other duties as assigned by the Director, DIC

Requirements

1. Qualification and Experience Required:

- University Bachelor Degree in Marketing Management with 3 - 4 years proven continuous experience in

SEM and Internet Marketing or University Diploma in Marketing Management with 5 years of experience at a specialist level proven continuous experience in SEM and Internet Marketing

- Professional certification in digital marketing
- Experience using and managing digital marketing platforms in a corporate communication environment or digital marketing agencies
- Expert knowledge of all major social media platforms
- Very strong analytics and ROI mind-set
- Experience managing digital campaigns for regional or international corporate brands in multinational organisations, digital marketing agencies or international government or non-governmental organisations will be a distinct advantage
- Successful history of top level content creation guidance and thought-leadership digital outreach programs
- Demonstrable experience leading and managing SEO / SEM, managing subscriber database, email, social media and / or advertising campaigns

2. Technical Competencies

- Experience in Digital Analytics using various analytical tools e.g Google Analytics, Kissmetrics
- Experience with a wide variety of digital marketing improvement tools: Moz, SEMRush, Majestic SEO, URL Profiler, Ahrefs, ScreamingFrog, Optimizely, UserTesting, BuzzSumo etc
- Experience using digital technologies such as Radian 6, Social Studio and others
- Extensive knowledge of PPC, SEO and Link generation
- Digitally astute – Digital marketing and Digital media auditing
- Knowledge of marketing automation and technology enablement, message development, social CRM. Online advertising design, development and campaign management
- A/B campaign testing experience
- A knowledgeable communication marketing expert who understands and applies fundamental brand building and current media concepts and principles;
- Knowledge of Social media marketing techniques and effective communication on digital platforms including mobile platforms
- Experience in media planning, scheduling and negotiating rates for buying advertising on traditional and online platforms
- Experience conducting concept testing and post-production research for advertising communication
- Experience conducting insight studies both qualitative and quantitative research either ad hoc, or syndicated
- Good experience in production and distribution of audio-visual content for advertising, promotional material, printed publications and e-content

3. Other Relevant Skills & Competencies

- Excellent communication and presentation skills
- High proficiency in MS Office programmes – Word, PowerPoint and Excel
- Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks
- Demonstrate corporate knowledge, sound judgment and analysis of the Commission's Communication requirements and synthesizes proposals
- Strives to keep job knowledge up-to-date through self-directed study and other means of learning
- Demonstrate good knowledge of information technology and apply it in work assignments
- Demonstrate good work ethics, integrity and proactivity;
- Be a team player and have the ability to work in a team;
- Capable of making informed and transparent decisions

4. Language requirement:

Proficiency in one of the African Union working languages (Arabic, English, French and Portuguese) is required. Knowledge of one or more of the other AU working languages would be an added advantage.

2. Tenure of appointment:

The appointment shall be for an initial period of one (1) year, the first three (3) months of which shall be on probation. It shall be renewable subject to performance and availability of funds.

3. Equal opportunities:

The African Union Commission is an equal opportunities employer. Qualified women are encouraged to apply.

4. Remuneration:

The salary attached to the position is a fixed annual lump sum of US\$ 72,033.93 (P2 Step 5) inclusive of all allowances for internationally recruited staff, and US\$ 60,430.34 inclusive of all allowances for locally recruited staff.

Applications must be made through the AUC E-recruitment Website <http://www.aucareers.org> not later than 12 August 2017.

Applications are pre-screened by the system according to the published requirements of the job opening on the basis of the information provided in the application. In relation to the requirements of the job opening, applicants must provide complete and accurate information pertaining to their qualifications, including their education, work experience, and language skills. Each applicant must bear in mind that submission of incomplete or inaccurate applications may render that applicant ineligible for consideration for the job opening. Initial screening and evaluation of applications will be conducted on the basis of the information submitted. Applications cannot be amended following submission. Candidates under serious consideration for selection will be subject to a reference-checking process to verify the information provided in the application.

Directorate of Administration and Human Resource Management
African Union Commission
Addis Ababa (Ethiopia)

Contract Type

Short Term

Employment Fraction

Full-time

Branch

Headquarters