



R-MAD LTD is hiring a DIGITAL MARKETER!

Established in 2004, R-MAD is a customer experience company that combines one of the world's most advanced CX software platforms such as Genesys CX Platform with our world-class CX expertise. We help with the use of technology, research, and service components to identify important business issues and trends earlier, respond faster, and ultimately turn every customer experience into a clear competitive advantage. Our company works closely for customers such as renowned banks, telecommunications, and utility companies in Mauritius and overseas.

Situated at 13, Darmarajoo Ramasawmy Street, Port Louis Mauritius.

Duties are as follows:

Develop and execute digital marketing campaigns across various channels, including social media, email marketing, search engine optimization (SEO), and paid advertising.

- Create compelling content, including blog posts, social media updates, email newsletters, and website copy, to engage our target audience.
- Monitor and analyze campaign performance using digital analytics tools, and optimize strategies to drive maximum results.
- Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement.
- Collaborate with cross-functional teams to ensure brand consistency and alignment across all marketing initiatives.

We are currently looking for degree holders in Marketing, Communications, or a related field.

Duration: Permanent

Experience: None

Remuneration: Any Other

Working Days/ Time: From Monday to Friday – 09:00 – 05:00

Send your CV/ Motivation Letter on: yuvna@r-mad.com

By: 15 July 2023

Learn more on their company: www.r-mad.com

UILO Team-MB
May 2023