



## **FOOD CANNERS MARKETING LTD**

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We are seeking a dynamic and creative Marketing Officer with a strong background in digital marketing to join our team. The ideal candidate will be responsible for developing and executing digital marketing campaigns, analyzing data, and implementing strategies to enhance our brand presence and drive customer engagement.

### **Responsibilities:**

1. Develop and implement digital marketing strategies to promote our products or services across various online platforms including social media, and websites.
2. Create compelling content for digital channels including social media posts, blog articles, email newsletters, and website content.
3. Manage and optimize digital advertising campaigns to increase brand awareness, generate leads, and drive conversions.
4. Monitor and analyze key performance indicators (KPIs) such as website traffic, engagement metrics, and conversion rates to measure the effectiveness of digital marketing efforts.
5. Stay up-to-date with the latest trends.
6. Track and report on the performance of digital marketing campaigns, providing insights and recommendations for continuous improvement.

**Qualifications:**

1. Bachelor's degree in Digital Marketing, Marketing, Communications, or related field.
2. Proven experience in digital marketing with a strong understanding of digital channels, including social media, content marketing, and paid advertising.
3. Proficiency in digital marketing tools and platforms such as Facebook Ads Manager.
4. Excellent written and verbal communication skills with the ability to create engaging content for diverse audiences.
5. Strong analytical skills with the ability to interpret data and generate actionable insights.
6. Experience working in a fast-paced environment with the ability to manage multiple priorities and deadlines effectively.
7. A passion for digital marketing and a desire to stay ahead of industry trends and developments.

Interested candidates should send their CV to [marketing@foodcanners.com](mailto:marketing@foodcanners.com)

**Company Name:** Food Canners Marketing Ltd

**Location:** Plaine Lauzun, Port Louis, Mauritius

**Phone:** +230 212 21 00

For more information, you can check out our [website](#)