

# Digital Marketing Officer

**Posted By: Carbone Restaurant Group LTD**

**Location: Winnipeg**

**Salary: \$35 Per Hour**

**JOB ID : RJ1329209**

**Posting Date : 18-Jul-2024**

**Expiry date : 14-Jan-2025**

**Education : Bachelor's degree**

**Language : English**

**Vacancies : 2**

**Years of Experience : 1 year**

**Job Type : Full Time**

## Job Description

### Responsibilities

#### Tasks

- Develop communication strategies

- Develop policies

- Evaluate communication strategies and programs

- Oversee the preparation of public written material

- Prepare written material such as reports, briefs, website content

- Supervise professional and support staff and students

- Supervise staff
- Write speeches, presentations and press releases
- Perform administrative tasks
- Plan development projects
- Prepare reports, research papers, educational texts or articles
- Advise clients on advertising or sales promotion strategies
- Conduct analytical marketing studies
- Design market research questionnaires
- Evaluate customer service and store environments
- Maintain database of potential franchisees, real estate locations and on-line buy/sell Internet sites
- Develop marketing strategies
- Maintain and manage digital database
- Write and edit press releases, newsletter and communications materials

### **Supervision**

3-4 people

## **Experience and specialization**

### **Computer and technology knowledge**

- Adobe Illustrator
- Adobe Photoshop
- CSS
- HTML editing software
- JavaScript
- MS Excel
- MS PowerPoint
- MS Word

## **Additional information**

### **Work conditions and physical capabilities**

- Work under pressure
- Tight deadlines
- Fast-paced environment
- Attention to detail

### **Personal suitability**

- Efficient interpersonal skills
- Excellent oral communication
- Excellent written communication

**To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: [benjamin@carbonerestaurantgroup.com](mailto:benjamin@carbonerestaurantgroup.com)**

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