



# WE ARE HIRING

## Management Trainee – Digital Marketing & Platform Engagements

Digital Marketing and Platform Engagements will be responsible for driving digital marketing initiatives and enhancing platform engagements to promote vendors and their products. This role involves coordinating digital media creation, strategic campaign planning, and leveraging various marketing channels to increase revenue and user engagement.

### QUALIFICATIONS AND SKILLS:

- ✓ Bachelor's degree in Marketing, Digital Marketing, Computer Science, or related field.
- ✓ Previous experience in digital marketing, social media management, or related roles preferred.
- ✓ Proficiency in digital marketing tools and platforms such as social media management tools, Google Analytics, etc.
- ✓ Strong creative skills with the ability to develop engaging content and marketing materials.
- ✓ Excellent communication and interpersonal skills.
- ✓ Analytical mindset with the ability to track and analyze marketing metrics to optimize campaigns.
- ✓ Familiarity with e-commerce platforms and online marketplace dynamics is a plus.

### KEY RESPONSIBILITIES

- Develop and implement digital marketing strategies to promote vendors and their products on social media platforms.
- Coordinate the creation of digital media assets such as artworks, banners, promo videos, and presentations in collaboration with design and content teams.
- Participate in strategic planning sessions to design monthly marketing campaigns aligned with business objectives and vendor promotions.
- Increase platform engagements by implementing tactics to drive user interaction, participation, and retention.

## APPLY NOW



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