

Digital Marketing Specialist

BlueRidge IT- Dubai Silicon Oasis (United Arab Emirates)

Job Description

This is the perfect role for a new age media marketing graduate or a digital marketing/ social media enthusiast with a passion for innovation, and a desire to work and grow in a fast-paced technology environment!

This position will play an active role in digital demand generation, and all social media marketing aspects. You will be mentored and trained by a senior marketing expert in the field of technology marketing, demand generation, digital planning and overall data driven analysis.

If you've got excellent content and communication skills, education/ training in digital marketing, and are looking to make that first step into the field of technology marketing, then this is the role for you..

Duties:

- Work with the marketing manager to plan and execute web, SEO/SEM, database marketing, video, email, social media marketing, and display advertising campaigns.
- Design, build, and maintain the organization's social media presence.
- Curate content and set the stage to making a social media ambassador out of every employee.
- Implement new and creative growth strategies through digital marketing.
- Collaborates with internal teams to create digital campaigns and landing pages for lead generation.
- Provide reports to marketing manager on campaign and lead generation performance
- Collaborate with agencies and other vendor partners.

Requirements:

- Must have excellent English verbal and written skills.
- Bachelor's degree in marketing or certification in digital marketing / social media marketing from reputable institution.
- Trained in digital marketing, leading, and managing SEO/SEM, marketing database, email, video, social media and/or display advertising campaigns.
- Graphics design knowledge will be an exceptional plus.
- Proficient knowledge of website and marketing analytics tools (e.g., Google Analytics, WebTrends, SEMRush, etc.)
- Proficient knowledge of ad serving tools.

Benefits:

- Competitive Entry Level Salary
- On-the Job Training and entry into the technology marketing world!
- Opportunities for future growth within the organization.
- Flexible working environment.

Company Description

BlueRidge IT is a technology solutions provider specifically focusing on Microsoft Cloud Solutions. These include Microsoft 365, PowerApps, Power Platform, PowerBI, Microsoft Azure, Enterprise Mobility Suite, SharePoint, MS Dynamics 365 and Microsoft EPM. We hold Gold Competency indicating Microsoft's recognition of our expertise with their technologies and our proven record in surpassing customers' expectations.

Our staff have a passion for technology and specialize in providing consultancy and cloud solutions to organizations of all sizes, including but not limited to Healthcare, Oil and Gas, Government, Education and Professional Services.

What We Strive For

Mission & Vision

To provide our clients with innovative, secure, always up to date, and cost-effective information technology transformation solutions that bridges the gap between Technology and Business.

Our Values

We are passionate about what we do...by providing our clients with the tools to maintain and embrace transformation, and we always steer away from procrastination tactics or ones that build consultant dependency.

Our Niche

Deliver compelling business benefits to any organization seeking to improve their IT department's prowess, enhance their skills and agility, reduce risk, and improve service levels and lower costs.

What We Do

Cloud Migration

As a Microsoft Gold Partner and trusted Cloud Advisor, we help organizations embrace cloud-based Solutions such as Office 365, Windows Azure, Windows Intune, EMS, CRM, and Dynamics 365. We handle everything on Microsoft Cloud. This includes Licensing, Hosting, Deployment, Migration, Operations and Support.

Application Deployment

We create and deploy mission-critical business applications that scale with our customer's business and growth objectives. We provide hosted or on-premise application deployment services such as PowerApps, Power BI, PowerAutomate, Enterprise Project and Portfolio Management Solutions, Microsoft Dynamics ERP & CRM, SharePoint Services, and powerful Azure websites and web apps.

Managed Services

As a Trusted Cloud Advisor, we offer complete IT service management solutions supporting all our customers IT Infrastructure needs. Systems are monitored and supported both remotely and locally 24/7 by our managed IT services team while ensuring efficient operation with flexible offerings like Microsoft Azure, Office 365, Dynamics 365 and more.