

Australia Jobs Expertini®

Digital Marketing Leader

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Company: Growing Your Best Life

Location: Melbourne

Category: business-and-financial-operations

Growing Your Best Life is seeking an experienced and entrepreneurial Digital Marketing Leader to join the team. This individual is responsible for developing and implementing digital strategies with an analytical mindset as well as creative thinking to translate ideas into actionable plans. The ideal candidate is highly motivated, results driven and looking for an opportunity in creating flexibility and autonomy in their career. About Us Growing Your Best Life partners with a leading Global Leadership Education company marketing a range of highly sought after Products and Services designed to support individuals to achieving their aspirations. Our proven products are well established in over 100 countries with continual development since their inception in 1998. Your Responsibilities

Digital Presence Management: Plan and implement and set up digital presence on platforms like Google Ads and Meta platforms. **Targeting Niche Audiences:** Regularly review and improve strategies to reach the right audience on different platforms to make our efforts more successful. **A/B**

Testing: Come up with, carry out, and measure tests for continuous improvement

Tracking Progress: Use analytics tools to keep an eye on how well our online efforts are doing. Make suggestions based on what the data shows us. **Performance Monitoring:** Use analytics tools to monitor, assess and improve the performance of digital platforms. **Lead Generation:**

conduct brief interviews with leads generated from digital platforms. **Team Collaboration:**

Weekly training and collaboration with the global team

Your Skills and Experience Proven 3 years of experience in digital branding, a strong understanding of digital marketing

tools Excellent written and verbal communication skills Ability to work collaboratively with diverse teams towards common goals. Motivated to build and mentor a team within in the Personal

and Professional Development IndustryOur OfferAn established, but simple 3 step system with a proven track recordComprehensive and continuous training and support provided by your one-on-one coach.The freedom to work part-time or full-time from anywhere in the world, all you need is a laptop, internet connection, and phonePromote world-class online Leadership Education products.Join a global community for ongoing networking and support.Please note this role is not suitable for Students and our company are currently not operating in United Arab Emirates, Asia, Africa or China.Apply Now if this is the change you are looking for.On receiving your application we will arrange a brief phone interview.

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