

CAREER OPPORTUNITY

DIGITAL MARKETING OFFICER

JOB SUMMARY

The primary function of the Digital Marketing Officer is to plan, develop, and oversee the implementation of comprehensive digital marketing strategies that align with RPL's overall business goals. The Digital Marketing Officer is the bridge between RPL's business objectives and digital execution, ensuring that all online efforts such as, website, SEO, social media, paid ads, and content marketing, work together to drive growth, increase brand awareness, improve customer engagement and are executed within approved budgets.

EDUCATION

Bachelor's degree in marketing, Business Management or any other related field.

EXPERIENCE

- Proven work experience of at least 2 years as a Digital Marketing Officer or related field.
- Demonstrable experience with SEO and SEM.
- Solid knowledge of web analytics tools like Google Analytics
- Experience implementing and optimizing Google AdWords campaigns
- Hands on experience with online marketing tools and practices
- Familiarity with web design
- Must have graphic design ability in building artwork for posts
- Must have strong organizational and project management skills, as well as attention to detail
- Candidate must have a valid driver's license and possess a vehicle in good working condition that he/she is willing to use in the execution of job responsibilities.
- Or any equivalent combination of qualification and experience

FUNCTIONS, DUTIES AND RESPONSIBILITIES:

1. Build, plan and implement the overall digital marketing strategy, campaigns and tactics
2. Maintain all the company's social media accounts and websites, including responding to all comments, messages and inquiries by potential customers and passing on to relevant business unit Manager.
3. Manage all digital marketing channels, related budgets and ad spend.
4. Measure ROI and report on each campaign
5. Manage and improve online content, considering SEO, SEM and Google Analytics.
6. Monitor competitive rankings for keywords and provide suggestions to counteract any drops in rankings.
7. Define a network of website placements which correlates to target audience
8. Update title and meta description tags as required
9. Increase traffic to website and other SM platforms
10. Assist in writing copy and creating content for all products and services.
11. Liaise with webmaster and update webpages in a timely manner
12. Monitor website backend and renewal of all applicable licenses and certificates
13. Conduct a minimum of two e-blasts each month
14. Stay up to date with latest technology and best practices
15. Assist with marketing events as and when required
16. Any other related duties as assigned.

COMPETENCIES

Must be proficient in Microsoft Office
Excellent written and verbal communication skills
Dynamic and strong interpersonal skills.
Knowledge of Adobe Creative Suite/Cloud will be an asset.
Experience with CRM software will be an asset

ACCOUNTABILITY

The Digital Marketing Officer reports directly to the Team Lead – Marketing.

Applications must be emailed to talent@roscopro.com by Friday 13th March, 2026 or hand delivered directly to the office of the HRM; Point Lisas location.
Please include email Subject: **DIGITAL MARKETING OFFICER**