

Job Description

Job Title: Digital Client Consultant

Date: ASAP

Reporting to: Communications Manager

Location: Hybrid

Overview

Prioclen LTD is a fast-growing Nigerian based management consulting firm with its head-quarters in Abuja Nigeria. We have a forte in providing strategic consultancy and advisory services to organizations- private, governmental and individual firms, by creating and integrating information technology solutions to enhance their service delivery and ensure sustainable growth and development in niche-based brands to these individuals/ organizations.

Purpose

We are looking to recruit a Digital Client Consultant who will assist us in providing business solutions to clients from various industries in promoting and improving their online marketing strategies, improve and manage an organization's branding; develop and maintain client engagements or communications with creative social media, email, local and mobile marketing platforms or campaigns. It involves carrying out essential duties, such as assisting clients' business situations, making recommendations on how to improve their websites and other social media platforms, participating in the organization's meetings and conference calls, and training clients, customers, and co-workers on topics that are related to internet marketing.

The digital marketing consultant is responsible for carrying out several important tasks such as planning digital marketing campaigns, including web SEO/SEM, email, and social media and display advertising, it also involves liaising with media and communications officers in order to ensure that corporate, service, and system-wide information are delivered online as soon as possible.

The digital marketing consultant is also responsible for examining the ongoing development and maintenance of the organizations or clients' website and intranet in order to ensure that sites are fresh, up-to-date, and optimized for search engines.

Responsibilities

- Identifying, recommending, and pursuing analytical opportunities that can drive significant outcomes for client
- Producing and/or overseeing the production of weekly and monthly dashboards
- Investigating data anomalies to understand cause and impacts
- Identification of opportunities to automate analysis/reporting and identifying processes for efficiencies
- Applying analytical rigor and precision to all deliverables
- Guiding and overseeing project work completed by contractors and external agencies
- Delivery of customized training sessions based on needs of users being trained
- Definition of the business case regarding innovation and transformation programs in the digital and multichannel areas
- Design innovative solutions in the digital field that our client will then launch on the market
- Analysis and design of the operational processes in the Digital and Multichannel area
- Develop marketing requirements and technical specifications for flow optimization and features within the sales funnel
- Support projects with considerable scope and/or complexity with significant impact on customer experience
- Work with digital analytics to define metrics and dashboards to measure flow engagement, orders and conversion rate
- Clearly and efficiently communicate the strategy and status to management
- Maintain the good relationship with current clients
- Lead team work on MNC clients to offer ongoing digital counsel
- Building excellent relationships with internal and external stakeholders to deliver best-in-class content strategy and execution
- Create new pathways for customers to interact with SMSF & SDW content
- Experiment with new and emerging technologies
- Organize operational enhancement requirements from chat partners and produce transformative plan to deliver improved agent KPI

Requirements

Essential

- Bachelor's and Master's Degree in Engineering, Computer Science, Business, Marketing, Technical, Education, Information Technology, Math, Computer Engineering, Networking Technology

Skills

- Excel and PowerPoint
- Microsoft Word
- Digital solutions and services
- English and Italian language
- Equivalent
- Office 365
- Office package
- Power BI
- PowerPoint and Excel

Summary Terms and Conditions

Contract: 12-month fixed term contract

Salary: Very Attractive

Annual leave: 22 days holidays per annum pro rata excluding public holidays

Pension: Minimum 10% Employer contribution with minimum 8% Employee contribution

Healthcare: Company scheme subject to terms and conditions.

Life assurance: Company life assurance scheme.

Location: Abuja Nigeria

Notes: This post will be subject to background checks. A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. This job description does not form part of your contract of employment.

How to apply

To apply for this job opportunity, please send a CV and covering letter to recruitment@prioclen.com

Unfortunately, because of the volume of applications we are likely to receive we regret that we are unable to respond to every unsuccessful applicant. If we have not made contact with you within 2 weeks of the closing date you have not been selected for interview on this occasion