

## **Digital Marketing Officer- Challenge to Change**

*Challenge to Change a Swiss non-profit association, catalyzing positive change for marginalized women in the Middle East. Challenge to Change support women to change their lives, be the best version of themselves and contribute to a better society, by giving them vital life and work skills; employability and entrepreneurship skills; and tools to overcome challenges from within.*

**Major:** degree in Business Administration, Marketing, or any related field

**Experience:** 2-4 years of experience in digital marketing

### **Major Responsibilities:**

- Managing the CMS; optimizing SEO; ensuring content is up to date; has a consistent tone of voice; user journey is clear and performance of content is measured
- Writing engaging content in Arabic and English for a variety of audiences that is consistent across the various platforms
- Keeping up to date and informed about all aspects of Challenge to Change’s work.
- Planning and implementing a schedule of activity across Facebook, Instagram, YouTube and other platforms to expand our social media audience base
- Planning and managing a regular schedule of email marketing activity (beneficiaries, donors, media) growing our newsletter subscriber base and creating engaging, relevant content including testing to optimize results
- Developing and/or updating of our InfoPack, promotional infographics, leaflets, banners, annual reports and other materials, including design, writing, editorial and proofing
- Creating and implementing brand guidelines and ensure compliance in all areas of work

### **Additional Requirements:**

- Strong analytical and ICT skills
- Experience of managing and writing content for a website and CRM management
- Google Analytics and SEO experience
- Experience of creating and managing social media campaigns
- Experience of email, AdWords and/or display advertising campaigns
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Competency in Mac software, Design software, working knowledge of HTML and WordPress, digital strategy experience
- Knowledge of marketing principles and brand management, effective social media techniques, and web design and development
- Experience in a similar role in the not-for-profit sector is a plus

**Salary:** starting \$500

### **How to apply:**

Kindly send your CV or contact the Career Services Center, E-mail:  
career.services@balamand.edu.lb, Ext. 7801; 7802