



<https://nexaserveclientsolutions.com/jobs/digital-marketing-manager-2/>

Digital Marketing Manager

Description

Digital Marketing Manager – Job Description

We are seeking a creative, results-driven, and experienced **Digital Marketing Manager** to lead and manage our online marketing strategies. The ideal candidate will be responsible for increasing brand awareness, driving website traffic, generating leads, and improving overall digital presence through effective marketing campaigns.

Key Responsibilities

- Develop and implement digital marketing strategies to achieve business goals
- Manage SEO, SEM, social media, email marketing, and paid advertising campaigns
- Create and oversee engaging content for websites, blogs, and social media platforms
- Monitor website performance using analytics tools such as Google Analytics
- Plan and execute marketing campaigns across multiple digital channels
- Manage and optimize PPC campaigns including Google Ads and social media ads
- Analyze campaign performance and prepare detailed performance reports
- Coordinate with designers, developers, and content creators for marketing projects
- Improve search engine rankings and website conversion rates
- Stay updated with the latest digital marketing trends, tools, and best practices

Requirements & Qualifications

- Bachelor's degree in Marketing, Business, Communications, or related field
- Proven experience as a Digital Marketing Manager or similar role
- Strong knowledge of SEO, Google Ads, social media marketing, and email marketing
- Experience with tools such as Google Analytics, Meta Business Suite, SEMrush, or similar platforms
- Excellent communication and leadership skills
- Creative thinking with strong analytical abilities
- Ability to manage multiple projects and meet deadlines

Preferred Skills

- Graphic design or basic video editing knowledge
- Experience with WordPress or CMS platforms
- Understanding of branding and online customer engagement
- Knowledge of marketing automation tools

Hiring organization

Nexa Serve Client Solutions

Duration of employment

1 year Minimum

Industry

IT

Job Location

Bahria Town, Islamabad, 44400, Islamabad, Pakistan

Working Hours

10 hours per day

Base Salary

\$ 10 - \$ 15

Date posted

May 22, 2026

Valid through

30.06.2026

Benefits

- Competitive salary package
- Professional growth opportunities
- Friendly and collaborative work environment
- Flexible working opportunities
- Performance-based incentives

Job Type

- Full-Time

Location

- On-site

Qualifications

Graduation in Business or Marketing Field.

Job Benefits

- One Meal
- Incentives
- Over Time Bonus
- Expert Environment